# SHIKHA BHAT

# B2B AND B2C CONTENT STRATEGIST AND WRITER

# **ABOUT**

I am a driven content writer with a knack for creative visualisation and skills for time and financial management to deliver a project on time.

#### **EXPERIENCE**

#### MILLIPIXELS INTERACTIVE LLP

Content Specialist June 2020 - Present

- Content- Blogs, Articles, Corporate Brochures
- Email Content For Campaigns
- Presentations
- Website or Landing Pages content
- · CTAs or Copy writing
- Social Media Content- LinkedIn, Instagram
- Conceptualisation, if required

#### JAW DROPPING MARKETING

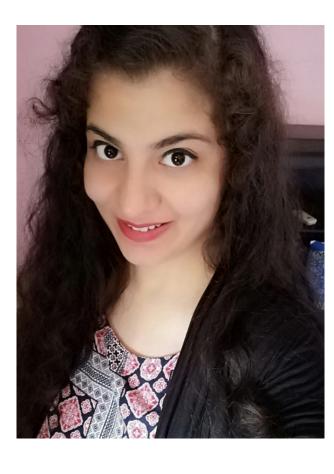
Content Writer June 2018 - May 2020

- Content- Blogs, SEO articles, SEO Descriptions, Press Releases
- Video Story and Story-boarding
- Presentations
- Website or Landing Pages content
- CTAs or Copy writing
- Info graphic and Image Descriptions
- Social Media Handling- Twitter, Quora, Instagram
- Work coordination with Motion graphics team
- · Conceptualisation, if required

#### **MEDIVISUAL HEALTHWORLD**

Medical Content Writer, Conceptualiser and Client Service Executive August 2013 - Januarty 2017

- Managed Clients Mankind, Genesis, Quality Pharma, Streamline
  Pharma
- Content- LBLs, Brochures, Booklets, Detailer Aids
- Content Editing and Proofreading
- · Conceptualisation, if required



#### ACADEMIC BACKGROUND

#### **PANJAB UNIVERSITY**

Bachelor's in Biotechnology I Masters in Biotechnology

- 2007-2012
- 67.4 | 72.6

# **PERSONAL DETAILS**

DOB- 16 JAN 1990 ADDRESS- ZIRAKPUR

# **CONTACT DETAILS**

9878614267 shikha.bhat90@yahoo.com

# **SOCIAL MEDIA HANDLES**

http://www.linkedin.com/in/shikhawrites http://www.intagram.com/aanyasmagical

#### PROFESSIONAL SKILLS

- KEYWORD BASED CONTENT
- GUEST BLOGGING
- PROJECT MANAGEMENT
- TIME MANAGEMENT
- CANVA, CRELLO FOR SOCIAL MEDIA IMAGES
- SOCIAL MEDIA CONTENT/ MARKETING
- TEAM HANDLING