

# 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 - January 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 | Masters in Biotechnology*

- 2007-2012
- 67.4 | 72.6

### PERSONAL DETAILS

DOB- 16 JAN 1990  
ADDRESS- ZIRAKPUR

### CONTACT DETAILS

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shikha.bhat90@yahoo.com

### SOCIAL MEDIA HANDLES

<http://www.linkedin.com/in/shikhawrites>  
<http://www.instagram.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**