|  |
| --- |
| APARNA GUPTA  |
| 1243, Sector-5 VasundharaGhaziabad-201012E-mail Id: aparnagupta16887@gmail.comMobile No. : +91 7976342684 |

#

**JOB OBJECTIVE:**

A motivated and technically oriented candidate with excellent communication skills, adaptive range of writing styles, and considerable experience in working with CMS seeks employment as a website content writer in a well-established company where performance will be duly rewarded in an entirely professional work-environment.

**SUMMARY OF QUALIFICATIONS**

* Considerable 5 year experience in online and hard-copy documentation
* Excellent written and verbal communication skills
* Rich experience of working on Windows-based documentation tools
* High-level proficiency in working on Microsoft Word; creating and managing templates and styles along with content creation
* Knowledge of best SEO practices and demonstrated ability to create quality content as per SEO requirements for better search engine performance
* Familiarity with client/server environments
* Well-acquainted with the corporate styles and standards and ability to adhere to the same
* Proven multitasking skills and ability to work efficiently on multiple projects within strict deadlines
* Proven ability to work independently with little supervision
* Excellent analytical and decision-making skills

**PROFESSIONAL EXPERIENCE**

**Content Writer**

**Contentmart and Activant Solution** **2013-Till Date**

Responsibilities include:

* Narrative writing, proofreading, review writing, editing and translation in many languages, Data Entry, Online and Offline Typing, Excel sheet work etc.
* Working closely with the SEO team to produce quality website content  along with meta tags, title tags, header tags, and Alt tags
* Creating content to specifically target Government, Finance and Accounts, Sports almost all.
* Conducting periodic check of website content and updating the same as per company requirements
* Creating and reviewing content for the company periodical

**EDUCATIONAL QUALIFICATION**

|  |  |  |  |
| --- | --- | --- | --- |
| **EXAMINATION** | **INSTITUTE** | **YEAR** | **RESULT (%)** |
| MBA (Finance) | Global School of Business | APR’10 |  76 |
| B. COM | Rajasthan University | APR’08 |  61 |
| 12th Board | Arya Balika Hr. Sec. School | FEB’05 |  64 |
| 10th Board | Arya Balika Sr. Sec. School | MAR’03 |  59 |

**COMPUTER PROFICIENCY**

* Excellent working knowledge of MS Office products i.e. Excel, Word, PowerPoint.
* Having working knowledge of computers in internet applications and various accounting packages like TALLY ERP 9.
* Exposure of working in SAP.
* Having Typing Speed 33 WPM with 100% Accuracy.

**EXTRA CURRICULAR ACTIVITIES & ACHIEVMENTS**

* Self driven with the ability to work within a team.
* Strong communication skills with ability to communicate complex ideas in a simple manner to multiple business partners.
* Actively participate in organizing fun events for team.
* Listening music, surfing and travelling.
* Love to sketch in free time.

**PERSONAL DOSSIER**

* Date of Birth : 16thAug, 1987
* Husband’s Name : Mr. Nakul Gupta
* Linguistics : English & Hindi
* Permanent Address : 1243, Sector-5 Vasundhara, Ghaziabad
* Hobbies : Sketching, cycling, playing games
* Marital Status : Married
* Passport : Yes