



***** **

***** **

Barcelone (08001)

*****@*****.***

Skills, Débutant

EXPERIENCES PROFESSIONNELLES

mars 2022 / déc. 2022

Marketing Content Writer

BCC Marketing for CIPACA Hospitals

- * Formatted documents to align with project-specific guidelines.
- * Created social media outreach posts on both informational and promotional topics.
- * Improved click conversion rates with strategic creation of online advertisements.
- * Sourced third-party content and contributions to incorporate diverse writing styles.
- * Reviewed final copy for design style and quality.
- * Researched industry trends and customer preferences to inform copywriting efforts.
- * Created content for websites and online publications.
- * Presented clients with unique copy options based on overall marketing objectives.

oct. 2020 / déc. 2020

Editor Hindustan Business School, Bangalore

- * Collaborated with writers and graphic designers to develop content schedules and plan workflows.
- * Devised attention-grabbing headlines and summaries to increase clicks and engagement.
- * Communicated directly with writers to collaboratively assess work and guide editorial improvements.
- * Developed and maintained pool of expert field sources.
- * Led and managed multiple projects from conceptual stage through to launch.
- * Set layouts and selected photos for stories to boost readership.
- * Researched topics to create accurate and engaging content.
- * Utilized SEO techniques to optimize content for search engine rankings.

nov. 2019 / déc. 2019

Substitute Teacher

nov. 2017 / déc. 2017

Correspondent

The Hindu Newspaper

- * Reporting live from events
- * Editing articles
- * Summarizing national events

/

M.T.V.H.S.S School

- * Tutored students of grade eleven
- * English and Moral education

DIPLOMES ET FORMATIONS

/

master's in English literature and digital marketing - BAC+4
EAE BUSINESS SCHOOL

COMPETENCES

Adobe Creative Suite, search engine, Microsoft Office Suite

COMPETENCES LINGUISTIQUES

Anglais
Flamand
Chinois
Turc

Courant