



\*\*\*\*\*

\*\*\*\*\*

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