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## Summary

Content writer and editor with experience in B2B SaaS and lifestyle content, with a background in journalism and marketing.

## Overview

- ❑ Freelance writer and editor with experience creating content for travel, lifestyle, and health.
- ❑ Completed a Master of Management with a specialisation in Marketing from the Australian National University.
- ❑ Completed a Bachelor of Mass Media in Journalism from St. Xavier's College, Mumbai.
- ❑ Completed the Advanced Certificate in Digital Marketing and Communication course from Mudra Institute of Communication, Ahmedabad.

## Work Experience

### Full-time

- ❑ **Freelance Writer** 01/2026 – Present
  - Write research-based, SEO-optimised articles for bloggers, helping improve their organic search visibility.
- ❑ **Content Marketing Consultant** 06/2024 – 05/2025
  - Produced long-form B2B SaaS blog content for the [impulze.ai](https://impulze.ai) website, generating consistent organic traffic, and wrote copy for landing pages and product content.
- ❑ **Writer and Content Strategist** 02/2021 – 05/2024
  - Wrote research-driven and SEO-optimised articles for bloggers, created social media content for marketing teams, and contributed to overall content strategy.
- ❑ **News Curator – Scroll** 08/2016 – 05/2017
  - Curated news for a third-party application across multiple verticals: news, business, technology, sports, and entertainment.
- ❑ **Production Specialist – Scroll** 02/2016 – 07/2016
  - Assisted the editorial team with day-to-day tasks
  - Solved tech issues for the website
  - Edited and created images

### Part-time

- ❑ **McDonald's – Part-time Crew Member**, Canberra 03/2018 – 09/2019

- Customer service: took orders at the cash register and worked as a drive-through presenter
- ❑ **Woroni – News Reporter**, Australian National University, Canberra 07/2018 – 11/2018
  - Reported and wrote news articles for the university’s newspaper, Woroni

### Internships

- ❑ Business Standard – Editorial Department 05/2014
  - Assisted the editorial team with various tasks
- ❑ IndianOil – Branding 11/2013
  - Checked whether SERVO print ads and TV ads were running as per the media plan
  - Ideation for SERVO’s social media plan – launch of SERVO across Facebook, Twitter, and other social media platforms
- ❑ Grey – Client Servicing 05/2013
  - Worked in the client servicing department on ad campaigns and liaised with clients

### Scholastics

Name of course	Year of passing	College/School	Result
Master of Management (Specialisation – Marketing)	2019	Australian National University	5.08/7 GPA
Bachelor of Mass Media (Specialisation – Journalism)	2015	St. Xavier’s College – Mumbai	Distinction 3.38/4 GPA
Higher Secondary (Class 12) – Commerce	2012	R.N. Podar School	89.4%
High School (Class 10)	2010	Navrachana Sama School	9/10 GPA

### Co-curricular activities and achievements

- ❑ Recipient of the India Excellence Scholarship, College of Business and Economics, Australian National University
- ❑ Completed Momentum 2017-2018, Australian National University’s professional development programme

- ❑ Completed Professional Capital Market course, National Stock Exchange Academy
- ❑ Completed the “India: City, Society and Culture” course by Yale University
- ❑ Volunteer, Games and Activities Department, Antarchakshu 2014 (Event at St. Xavier’s College)
- ❑ Volunteer, Hospitality Department, Econundrum 2014 (Event at St. Xavier’s College)
- ❑ Volunteer, Xavier’s Resource Centre for the Visually Challenged (February 2013 – November 2013)

### **Personal profile**

- ❑ Date of birth – 08/05/1994
- ❑ Languages – English, Marathi, Hindi, Gujarati
- ❑ Skills – English grammar and writing, editing and proofreading, SEO writing, content creation, content strategy
- ❑ Interests – Reading, writing, watching films