

# ISHWI SINGH

## SEO WRITER | EDITOR | CONTENT STRATEGIST

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### SUMMARY

English Literature postgraduate with 3 years of experience in digital content writing, editing, proofreading, and CMS publishing. Skilled in SEO optimization, Google Analytics-driven content improvement, and quality control, contributing to ~20% growth in audience engagement while collaborating within a cross-functional content team in deadline-driven environments.

### SKILLS

Copywriting & Creative Writing	Canva, Adobe, and Figma Tools	Social Media Coordination
Content Editing	Communication	MS Office   CMS Tools
Media Research & Trend Analysis	Digital Content Publishing	SEO Writing & Optimization

### PROFESSIONAL EXPERIENCE

#### ASIANET NEWS (CONTENT WRITER & EDITOR)

Aug 2023 - Present

- **Revitalized** inactive website (MyNation) by rebuilding content workflow, **increasing monthly traffic by 180%** in Q1; led a 2-member team and drove **60-70% of traffic share**
- **Managed** high-volume content production, delivering **50+ articles per week** within rapid publishing timelines, contributing to a **~18–22% increase** in reader engagement
- **Authored** content for News, Science, Climate Change, Lifestyle, Education, and Career categories, contributing to **25% improvement in** overall content performance over 5 months
- **Collaborated** with editors, designers, and social media teams to ensure content alignment with organizational goals
- **Proactively researched** emerging trends using Google Trends and real-time news monitoring to anticipate content challenges, delivering timely and relevant content to a global audience
- **Overseeing end-to-end content development** processes under strict deadlines
- **Leveraged Google Analytics** insights to optimize topic selection and content structure, contributing to a **~20% increase** in audience interaction and a **~15% improvement** in key engagement indicators over 5 months

#### OXFORD UNIVERSITY PRESS (EDITORIAL INTERN)

Dec 2022- Feb 2023

- **Assisted** in developing educational content for school books
- **Edited and proofread content** to ensure clarity, accuracy, and consistency across all publications
- **Collaborated** on **creating interactive, game-based learning activities** designed to make knowledge engaging and fun for children

#### PRATILIP (SCRIPT WRITER- FREELANCE)

Apr 2022- July 2022

- **Coordinated** with creative teams (artists and editors) to align storytelling goals with project requirements
- **Delivered high-quality scripts** within tight deadlines. Adapted writing style based on feedback

### EDUCATION

#### MA English

2021 - 2023

Jamia Millia Islama (CDOE)

#### Bachelor of Arts (Honours) in English

2018 - 2021

Ambedkar University Delhi

### ADDITIONAL INFORMATION

- **Languages:** English, Hindi.
- Find my works here: [newsable.asianetnews.com/author/ishwi-singh](https://newsable.asianetnews.com/author/ishwi-singh) and [mynation.com/author/ishwi-singh](https://mynation.com/author/ishwi-singh)
- Completed workshop on Creative Writing & Editing – 2022
- Engaged in intercultural media planning and contributed insights on local audience behaviour and preferences.