

ANUBHAV SHARMA

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PROFESSIONAL SUMMARY

I am a passionate writer with an impressive **9+ years of experience** in the field of writing various content pieces for magazines, newspapers, social media, and websites. I am currently **self-employed** and working as **Content Writer/Digital Marketer**. I have gained exposure in writing articles and blogs for healthcare, lifestyle, fashion, language, management, and business, to name a few, for Indian and overseas audience. I can successfully analyse client's/audience requirement, research and provide quality output with valuable inputs from experts, wherever needed. Likewise, I have attained knowledge in **digital marketing**, right from writing website content to social media and content marketing. I am a creative and conceptual thinker who promises to provide customer-centric quality content.

SKILL SET

Features/Interview Writing

Content Writing & Management

Editing/Proofreading

Client Relationship Management

Online/Social Media Writing

Corporate Communication

CORE COMPETENCIES AND ACHIEVEMENTS

- Have successfully handled Yes Foundation's **Yes! I am the Change** and Mahindra's **LogiQuest** Season 2 social media campaign.
- Was a part of the core team for **Life 365**, a Pune-based English Features Daily, in 2012. Worked with Vinita Deshmukh, a prominent journalist and RTI Activist, and Anand Agashe, a renowned journalist from Pune.
- Distinction of being working as the only person in the editorial department apart from the Editor, **as Sub-Editor with Pune City Digest, Pune (A 16 pages fortnightly newspaper)**.
- Attended B2B events and took interviews of prominent personalities whilst associated with B2B Magazines on Medicare and Pharma by Network 18 Publishing.

WORK EXPERIENCE

January 2019 to Current

Anubhav Sharma Studio

Content Writer/Digital Marketer

Profile:

- Understand the client's business and provide them with a tailor-made digital solution.
- Implement the solution and review it on a regular basis for better output.
- Take up content-based assignment and adhere to the guidelines and timeline.
- As a digital-partner, address client's requirement and guide them as needed.

October 2017 to January 2019

Hurix Digital, Mumbai

Content Manager

Key Learning:

- Managing complete organic traffic of the website via various content and social media marketing.
- Running LinkedIn Sponsored Content and Ads, and managing leads.
- Working on marketing collaterals, like Brochure, Landing Page, Email Campaigns, for events.
- Identifying thought leaders and pushing them on social media.

- Creating brand awareness via various organic activities.

**August 2017 to November 2017 Atma, Mumbai
Volunteering Work**

Key Learning:

- Getting to know the function of an NGO closely.
- Assisting partner NGOs of Atma and guiding them expand their presence on digital space with right strategy.
- Had my first webinar on 'How NGOs can benefit from social media platforms by leveraging the right channel?'
- Had session with volunteers and helping them understand the usage of digital marketing for creating awareness.

April 2017 to October 2017 Freelance Writer/Digital Marketer

Key Learning:

- Work with various clients, understand their requirement and delivery them quality content.
- Prepare digital marketing plans and road-map to extend their reach, digitally.
- Assisting companies by providing them ideas for user-friendly website.

**May 2016 to March 2017 EvolutionCo, Mumbai
Senior Content Writer**

Key Learning:

- First ever experience of working in a digital marketing agency.
- Got chance to understand the function of client servicing team by closely monitoring their actions.
- Being a part of client meeting and understanding various needs of multiple clients.
- Helping them develop a robust digital marketing plan for their products and needs.
- Working on marketing pitch decks by following designated steps.
- Got firsthand experience of working on Content Management System and bits of HTML.

**Aug 2015 to April 2016 Mobisoft Infotech, Pune
Content Writer**

Key Learning:

- First opportunity to be a part of a digital marketing team.
- Understood the nuisance of digital marketing and how content plays the major role.
- Writing SEO-based content, well-researched blogs on various topics, identifying guest blog websites and reaching them out, writing guest-posts, and finding relevant topics for blogs.
- Took active participation in meeting on ways to increase the website traffic.

Aug 2013 to Aug 2015 Kaleidoscope, Pune Freelance Writer (*Writing technical & non-technical articles for clients based on their requirements*)

Key Learning:

- Got chance to understand how freelance industry functions.
- Got first-hand experience of how to find clients, look for various projects and take sole-responsibility of the entire project undertaken.
- Managing various needs and clients simultaneously adhering to their multiple requirements.
- Writing technical, non-technical and lifestyle-based content for various clients.

**Apr 2014 to Nov 2014 Biz Catalyst, Pune
Social Media Content Writer**

Key Learning:

- Wrote social media posts for various Australian clients adhering to their daily requirements.
- Got to know about meta-description and had a better understanding of SEO.
- Managed Yes! I am the Change social media campaign.

**Apr 2013 to Aug 2013 Network18 Publishing, Mumbai (A well known media giant)
Features Writer - B2B Magazine**

Key Learning:

- Wrote articles and took interviews for Modern Pharma and Modern Medicare, B2B magazines by Network18 Publishing.
- First time experience of working on B2B magazines for niche market.
- Learned to do intensive research, draft questions, contact the right source, take interviews and write an article.
- Also learned WordPress and how to upload articles on website designed using it.

Dec 2012 to Apr 2013 IntelCorp Software, Navi Mumbai (An IT company which works for American e-commerce website) as Content Writer

Key Learning:

- First time experience of working on SEO-based articles.
- Understood how keywords play a major role in content ranking.
- Mostly wrote product-based articles along with health and home décor.

**Jan 2012 to Nov 2012 Life 365, Pune (English features daily newspaper)
Sub-Editor**

Key Learning:

- Was amongst the core team for the Pune's first features daily.
- Got insight to the function of a newspaper, from incubation to ideation to production.
- Was involved in each stage by putting in efforts to convert idea to a product.
- Took complete responsibility of two pages.
- Amidst this, was co-ordinating with freelance writers, in-house photographers and writers, and was sourcing images from subscribed source for all the pages.
- Was also responsible for handling emails for different pages.

**Jun 2011 to Nov 2011 Pune City Blog, Pune (A 16 pages fortnightly newspaper)
Sub-Editor**

Key Learning:

- Took sole responsibility of the 16-pages fortnight issue.
- Learned to select the right story for each issue, decide source, take interviews, write stories and publish them within due time.
- Co-ordinate with sources for photographs.
- Strengthen the relationship with sources.
- Assist designer with pages and contribute in circulation of the newspaper.

May 2010 to Oct 2010 Times of India, Pune

Career Path:

May 2010 to Aug 2010

Freelance Writer & Contributor - *Sakaal Times (Youth Talk Page - TOI)*

Jun 2010 to Oct 2010

Freelance Writer - *Twin City Plus (A supplement for Pimpri-Chinchwad, Pune)*

Key Learning:

- Started freelancing whilst studying gave me an understanding of how industry functions.
- Wrote various civic and interview-based articles from PCMC area of Pune.
- Wrote view-based article on life and society with a youth's perspective for Sakaal Times' Youth Talk Page.

Apr 2010 to Oct 2010 **Pune City Digest, Pune (A monthly lifestyle magazine)**
Freelance Writer

Key Learning:

- First job of my career, wherein I learned how to take interviews and write articles post that.
- Took interviews of entrepreneurs, fashion designers, corporate managers, et al.

EDUCATION QUALIFICATION

M.A. (Journalism & Mass communication)	Indira School of Communication	2011	62.96%
B.Com.	Pune University	2009	62.83%

PROFESSIONAL ACHIVEMENTS

- Volunteered with an NGO and assisted their partner NGOs in setting up digital plan. During my tenure, I hosted a webinar and took a couple of sessions on the usage of social media platform effectively.
- With no science background, was successfully able to take interviews of thought leaders of Pharmaceutical and Healthcare industry.
- During my first full-time job, I successfully handled a 16-pages tabloid's complete operation, right from planning to execution.
- Till date, I have gained experience in different writing style, SEO and digital marketing.