

# HIMANSHI SHARMA

F R E E L A N C E C O N T E N T D E V E L O P E R  
S E O + T E C H N I C A L



6395452217



himanshiwrite@Gmail.com



Moradabad, Uttar Pradesh

## EXPERIENCE

*'I started following my passion while studying!'*

Carries 5+ years of experience in learning content development.

### TECHNICAL WRITER

Appy Pie, NSEZ Noida

Aug 2021 - Oct 2022

Creating, editing, and proofreading text content for the company websites and blogs with a team of 3 content writers

Working closely with the SEO team and Graphics team to produce website content and graphics for Education, Health, Insurance, Cyber Security, and IT sectors, inclusive of meta tags, title tags and header tags.

### SR. SEO CONTENT MANAGER

Lead for Revenue Generation, Noida

Feb 2020 - July 2021

Coordinating with the Corporate Communication, and Marketing team to set long-term strategies for effective content creation.

### DRM FINANCE

Content Writer

May 2017 - Jan 2020

Ensuring continuous updation of collateral in line with the brand essence, market demand, and client requirements Creating content using various multimedia formats that can be read, listened to or viewed onscreen.

## EDUCATION

### MASTER IN JOURNALISM AND MASS COMMUNICATION

Kumaun University

2020 - 2022

### BACHELOR IN JOURNALISM AND MASS COMMUNICATION

Kumaun University

2017 - 2022

### SECONDARY SCHOOL

St. Mary's Sr. Sec. School

2017

## EXPERTISE

- Technical Content Writing
- SEO Content Writing
- Design
- Social Media Writing
- Email Writing
- Video Script Writing
- Resume Writing
- Story Writing
- Website Writing

## **My Story**

I label myself a Technical & SEO Content Writer: An enthusiastic & high-energy-driven professional targeting middle-level content design and editing assignments with a reputed organization.

I am a freelance writer, too, and have a long-term professional relationship with Paytm, Thrillophillia, Allianz, Swiggy, and many more top giants.

Tools that I practice: *Copyscape & Quetext (plagiarism)*, *Grammarly (Spelling errors)*, *Yoast (SEO-Friendliness of Content)*, *Monster (Headline Analyzer)*, and *Appy Pie Connect (integration)*, *Canva (Design)*, *WordPress (Blog Publishing)*, *W3Schools (HTML Coding)*.

### **What makes me different from other writers?**

My passion is to write with a high tea.

Being an explorer, I like to work hard and with flexibility.

I dance and think, then sit and write. Hence I prefer WFH.

Industries I worked for: SaaS, IT, Digital Marketing, NextGen, Travel, Fashion, FinTech, Exports, E-commerce, Yoga, Ayurveda, and not able to recall.