



AYUSH TIWARI

CONTENT WRITER

ABOUT

Four years of experience in content writing for social media and e-commerce platforms. Strong research skill set to stay updated with market trends and demands. Accustomed to the high level of responsibilities which includes content creating for digital platforms, infographics, videos, blogs and much more. Passionate about delivering entertaining and captivating content with an unobstructed path towards achievement.

CONTACT INFO

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ADDRESS

17- Ashish Regency, Pipliyahana
Square, Indore (452001)

EMAIL ADDRESS

tiwariayush22@gmail.com

DATE OF BIRTH

22-Feb-1995

LANGUAGES KNOWN

English, Hindi

WORK EXPERIENCE

CONTENT WRITER

Bourgeon Foods LLP, Indore | Feb 2020 - Till Date

- Proofread, edit and improve print, digital content.
- Worked on product-centric blogs.
- Worked on content & creatives for e-mail marketing.
- Prepared content & planning for product survey.
- Worked on off-line creatives/ outdoor advertisements (danglers, hoardings, cut-outs, discount vouchers, pamphlets)
- Managed creative team to deliver optimum results.
- Coordination with the marketing team to create FB & Google Ad creatives

Additional Responsibilities

- Managed social media accounts.
- Customer handling via DM & comments.

CONTENT WRITER

E-vitamin Business Consulting Ltd, Indore | Aug 2018 - Jan 2020

- Identified the needs of clients and accordingly worked to boost up the sales by creating keywords rich content for various e-commerce platforms including Amazon and Flipkart.
- Designed pages describing detailed information about the product to increase traffic and visibility of the product.
- Created rich content for multiple brands on various e-commerce platforms.
- Worked with various elite and exclusive brands and successfully published their brand content and product rich content on product pages to boost sales.

STRENGTHS

- Smart workability
- Creativity
- Team player
- Result oriented approach

TECHNICAL SKILLS

- English typing approx 40 WPM
- Basic MS Word & Excel
- Instagram usage tools

CO-CURRICULAR

- Participated in state-level (T-20) cricket competition
- Participated in different divisional level basket-ball competitions
- Participated at Inter college basket-ball (Reliance AMG) tournament

Brands Worked On

- Accessories: Tommy Hilfiger, Lino Perros, Victorinox, Amazon Saheli and more
- Electronics: Dell, AT&T, Zebronics
- Home Appliances: Crompton, Rico, Godrej, Usha, Bajaj, Happy Chef
- Health & Personal Care: Schwarzkopf, Ameddya, Flat Tummies & more
- Sports: Kamachi
- Others: +70 Brands and resellers

CUSTOMER CARE EXECUTIVE (EMAIL PROCESS)

Teleperformance, Indore | Jan 2018 - July 2018

- Provided appropriate resolution to the customers according to issues over mail.
- Achieved daily targets of 120 responses per day.

AWARDS

EMPLOYEE OF THE MONTH, Feb 2021

EDUCATION

- B.Ed (VI)- YCMOU | 2021
- PGDCA - IICSM | 2016
- B.Com (CA) - SPIPS | 2015
- HIGHER SECONDARY - LFSSS | 2012
- SECONDARY SCHOOL - LFSSS | 2010