

# APARNA SHAH

CONTENT WRITER

## WORK BACKGROUND

### \*SENIOR CREATIVE CONTENT WRITER

*The Searching Souls | Dec 2019-present*

- Digital content writing, copy editing, proof reading and research.
- Supervision of the social media platforms i.e. Instagram, Facebook and Twitter along with providing content for the official website of the company.
- One of the key highlights of my role as the senior content writer was interviewing celebrities like Jitendra Kumar, Sunita Rajwar and Divya Prakash Dubey.

### \*HUMAN RESOURCE ANALYST (INTERN)

*Aashman Foundation | March 2018 - August 2019*

- I have worked as one of the Human Resource Analysts in Aashman Foundation, an NGO based in Panchkula which works in spirit of underprivileged women and children. As an HR Analyst, I was responsible for the interviews and the training procedure of the new interns recruited in the organization. Apart from these, I was also a part of the fund raising committee and taught the children studying at the Aashman Foundation's school "Nishulk Paathshala" the language English over the weekends.

### \*CONTENT EDITOR (INTERN)

*Kareer Kafe | Ludhiana (2016-2017)*

I worked as an intern in the content writing department of the Kareer kafe (Currently Dhruva Disha). I was one of the five people, selected after the 3 step process (written test, group discussion and personal interview) from my college for the internship programme. My standard responsibilities varied from creative writing to copy editing of various articles for the company.

### \*Swachh Bharat Internship 2018 (INTERN)

This was a two month long internship where we worked closely with the Sarpanch of the village Dhanas, regarding the cleanliness and betterment of the village surroundings and the people. On the completion of the internship, we were certified by the Member of Parliament Varun Gandhi.

### \*MERAKI 2k19 (Event Management Committee)

Meraki is an annual college fest of MCM DAV College of women, Chandigarh. I had been embedded with the responsibilities for the organisation of multiple events in the fest which included EDM, viral Pop-culture quiz etc. My responsibilities included systematic supervision of the events along with factotum arrangements required for various programmes.

### \*Secretary at MUSSAWAR (2018)

This was a student driven art and poetry group of my college (MCM DAV College for women, Chandigarh) where we discussed poetries and art works of a great many fellow Mussawar participants.

## EDUCATION BACKGROUND

### Panjab University

Bachelors of Arts (English Hons) 2016-2019

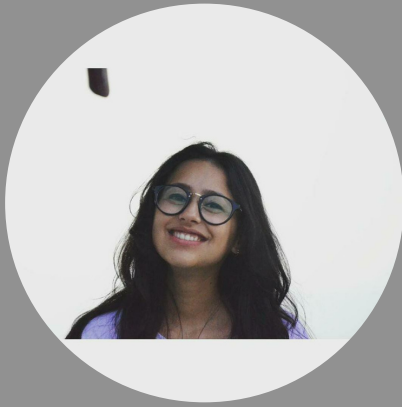
### 12th

Class of 2016  
Army Public School, Ranikhet

### Certification from ICSS in Digital Marketing (Present)

### 10th

Class of 2014  
Army Public School, Ranikhet



## MY BACKGROUND

I am a staunch believer that hard work and perseverance are the two most important ingredients in the modus operandi of success. I am adaptable, optimistic and always eager to learn. My passion and covet for results is the driving force which helps me achieve my optimum productivity.

## SKILLS

MS Office, CMS, Creative writing, Content creation, Social Media supervision.

## REACH ME AT:

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## MAIN INTERESTS

- Writing
- Reading novels
- Painting
- Community service