

# Vini Kapoor

Looking Freelance Content Job

vinnikaporr@gmail.com

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## Summary

Highly efficient copywriting/editing professional with over 9 years of cumulative experience out of which 4 year is into Content writing and rest in in Copy editing. Skilled in handling responsibilities for data collection using web source and generating scientific reports. Good exposure in editing STM Journals as well as Literature Books. Proficient writing, editing, and proof reading skills. Excellent communication, problem solving, and analytical skills. Good team player. Fast learning, studious and result oriented

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## Experience

### **Content Director at 360 Paths - Complete Digital Marketing**

July 2013 - Present (3 years 2 months)

My job here primarily involves writing and editing content related to our training initiatives and corporate communication. I am also involved in some project and admin related matters that in turn help my seniors focus on their core job in a better way.

It is a privilege to work with an organization that has a mission to eliminate curable cataract blindness. I was unpleasantly surprised to discover that at a global level, one adult goes blind every second, and one child, every minute.

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## Education

### **Jamia Millia Islamia**

MA, Mass Communications, Mass Communication/Media Studies, 2004 - 2006

Grade: 1st

### **St. Stephen's College**

BA/MA, English, English Hons., 2001 - 2004

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## Organizations

### **Newgen Imaging**

Content Writer

July 2006 to September 2007

I was responsible for generating reports, thereby managing data in the client's web site. The report is written based on information gathered using web source.

The reports included information on the treatment of diseases using various alternative methods.

Generated reports that contained information on drug interactions with several vitamins, minerals, and herbs.

## **Canam Immigration**

Sr. Content Writer

September 2007 to January 2009

Key Career highlights & Responsibilities:

Carried out research for various sites like nizuc.com, tig.com, portocupecoy.com, and like.

Wrote articles for the different sites.

Editing the articles for the specified sites.

Achievement: Ranked as the best writer.

## **Intuz Solutions**

Senior Content Writer & Editor

February 2008 to September 2011

Writing blog-specific content as a guest blogger -- reviewing guidelines, understanding needs of blogs audience, researching topics that would add value to the blog and writing. Blogs accepted to 40-45 PR 5 and 6 blogs, including Moz, WebsiteMagazine, TheDesignWork, AppDeveloperMagazine, and others.

- Writing web content, brochure content, PPC landing page content and other marketing materials
- Researching and writing text for infographics and other image-centric marketing materials
- Coordinating with developers and business analysts to create case studies
- Training junior content writers, proofing and editing their work for quality control
- Interviewing content writers, reviewing their writing and evaluating the suitability of candidates as content writers

## **IndiaNIC Infotech Ltd**

Content Developer Head

October 2011 to June 2013

I am playing a key role in the content strategy, ideation, generation and management process at Cygnet Infotech. As a content writer, my key accountabilities include:

- Liaising with various internal teams and individuals to create content strongly aligned with business outcomes
- Creating basic style guides and templates for web pages and blogs
- Setting up and managing freelancer teams to meet content generation targets
- Reviewing, proofing and editing content written by peers, freelancers and others
- Conceptualizing and defining structure for web pages and PPC landing pages
- Ideating and writing content for: whitepapers, case studies, blogs, mailers, brochures, web pages, and more

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## Skills & Expertise

**Content Management**

**content**

**Content Strategy**

**Web Content**

**Content Writing**

**Copy Editing**  
**Email Marketing**  
**Bloggin**  
**Social Media Mark**

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Languages

<b>English</b>	(Full professional proficiency)
<b>Hindi</b>	(Native or bilingual proficiency)
<b>Punjabi</b>	(Native or bilingual proficiency)

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[Contact Vini on LinkedIn](#)