

# ANOUSHKA ARUN

Indore, Madhya Pradesh

+91-9691358575

anoushkaarun05@gmail.com

LinkedIn

Portfolio

## EDUCATION

**Vellore Institute of Technology**

*B.Tech Biotechnology.*

**August 2021 – July 2025**

*Vellore, Tamil Nadu*

**The Sapphire School**

*CBSE - Senior Secondary Exam.*

**April 2019 – May 2020**

*Ratlam, Madhya Pradesh*

**St.Joseph's Convent School**

*CBSE - Secondary Exam.*

**April 2017 – May 2018**

*Ratlam, Madhya Pradesh*

## SKILLS

**Creative Copywriting:** Proficient in writing compelling, high-quality copy across multiple formats like web, editorial, campaign, email, app, and internal communications.

**Transcreation & Localization:** Skilled at adapting global content for local audiences while maintaining brand tone, cultural relevance, and legal compliance.

**Fashion & Lifestyle Communication:** Deep understanding of the fashion industry, with a keen sense of tone, seasonal trends, and brand storytelling.

**Marketing-Driven Language:** Ability to align copy with consumer insights, sales goals, and omni-channel campaign objectives.

**Collaboration & Coordination:** Adept at working with content managers, directors, designers, localization teams, and legal departments to deliver aligned messaging.

**Content Management Systems:** Familiar with CMS tools, SEO keyword research, translation platforms, and marketing software such as Sitecore, Google Docs, Trello, and Figma.

**Communication & Leadership:** Demonstrated effective communication and handled multiple projects as Social Services Director at Muskurahat Foundation.

## WORK EXPERIENCE [5 Years]

**Essentially Sports**

*Content Managing Analyst*

**Oct 2024 - Jul 2025**

- Led high-impact content strategies tailored for global audiences, improving end-to-end user experience across digital channels.
- Optimized user journey through SEO-rich content that increased average session time by 25% and decreased bounce rate.
- Collaborated with design, analytics, and editorial teams to deliver user-first content aligned with business goals.

**Amazon Mini TV**

*Content Writing Intern*

**Jun 2024 - Sep 2024**

- Designed content across web and chatbot formats, improving user clarity and trust at key touchpoints.
- Analyzed help scripts, quick guides, and FAQs that reduced support queries by 15% and enhanced customer satisfaction.
- Maintained engaging tone across content, supporting a seamless and transparent customer communication experience.

**Local YT Production**

*Content Writing Intern*

**Nov 2023 - Feb 2024**

- Wrote interactive scripts and audience-immersive narratives that doubled viewer engagement and improved message recall.
- Introduced CX-focused storytelling elements that boosted average watch time by 1 minute per video.
- Worked closely with design and product leads to align content with user behavior trends.

**Mamaearth**

*Content Writing Intern*

**Jul 2023 - Oct 2023**

- Created content for product visibility and troubleshooting, contributing to a 30% rise in inbound leads.

- Collaborated with support teams to translate user pain points into actionable help content.
- Delivered structured chatbot copy and walkthroughs that empowered users to self-serve efficiently.

## **Rank Soldiers Ltd.**

**Mar 2022 - Sep 2022**

### Content Writing Intern

- Developed microcopy and modular content frameworks used in support portals, increasing average user retention.
- Leveraged performance analytics to revise content based on user drop-off and behavior insights.
- Successfully localized tone and messaging to match diverse user groups and channels.

## **EXTRACURRICULARS**

---

**VIT Blogger's Club** - Introduced value-rich articles concentrating on student life, technology, and innovation; led to a 40% increase in blog traffic.

**GRAVITAS'23 (Marketing Team)** – Designed email and advertising campaigns; boosted event awareness by 20% within the target audience.

**VIT Newsletter Team** –Managed editorial processes and reduced article turnaround time from 5 to 3 days with streamlined communication.

**RIVERA'23 Film Director** – Scripted and directed a narrative short film focused on emotional storytelling; featured on VIT's official Instagram

## **CERTIFICATIONS**

---

- HubSpot Content Marketing Certification
- Certified Digital Content Writer – Henry Harvin
- Google Digital Garage – Fundamentals of Digital Marketing
- MS Power Point and MS Office Certification - Udemy