



I specialise in short and long-form content writing & management as per the brand and its tone. Over the years, I have worked with companies like AskMe.com, As Seen On TV, Nickelodeon, Infobells, Digital Bait, Innovations Dubai, IGP, Zoom TV and more.

### These works included:

- Creating content marketing strategies
- Content for customer engagement (Push, Email, SMS)
- Content for websites, blogs & social media
- WordPress website design
- Scriptwriting for animation
- Corporate scripts
- Creative direction
- Ghostwriting scripts for TV
- Voice-over for walkthrough videos



# **Content & Blog Management**

Served as Manager/Contributor/Editor/Vendor Management

https://www.getboost360.com/

https://www.zadinga.biz/

https://www.ardhim.biz/

https://practice.healthgro.io/

# Content management for App & App Store

Team management/Proofreading/Fact checking

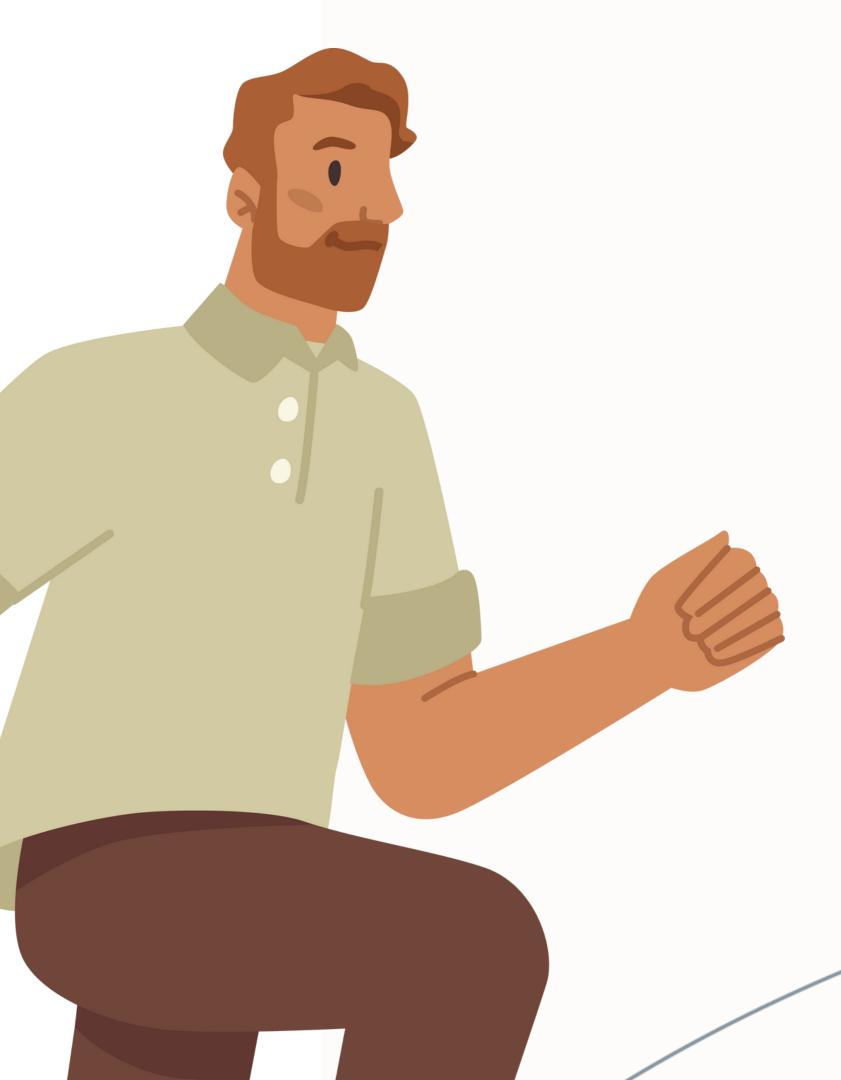
<u>Boost 360</u>

Zadinga

## eBooks & Brochures:

https://www.getboost360.com/academy/

Providing outline/Managing Vendor/Editing



## **Script Writing/VO/Videos:**

https://www.instagram.com/reel/Cru6FHelxIz/?
utm\_source=ig\_web\_copy\_link&igshid=MzRIODBiNWFIZA==
Script/Hosting/Basic Editing at home (low budget)

https://www.instagram.com/reel/CsitArMOz90/?
utm source=ig web copy link&igshid=MzRIODBiNWFIZA==
Script/Hosting/Basic Editing at home (low budget)

https://www.youtube.com/watch?v=A8TGSpr\_dnE
Script/Visualisation/Voice Over (Entire playlist of How-to videos)

https://www.youtube.com/watch?v=fvGUJnu6m-8
Script & visualisation

https://youtu.be/xOK9qu96bQE
Part of the script writing team for the TV series

https://youtu.be/aVHtX7nh7EO
Writing the rhyme & concept creation for the visuals

https://youtu.be/1 C6tT79N 4
Creative director - concept for a TV series, writing &
animation direction

#### Arre O Samba! Kitne Orders Hai!

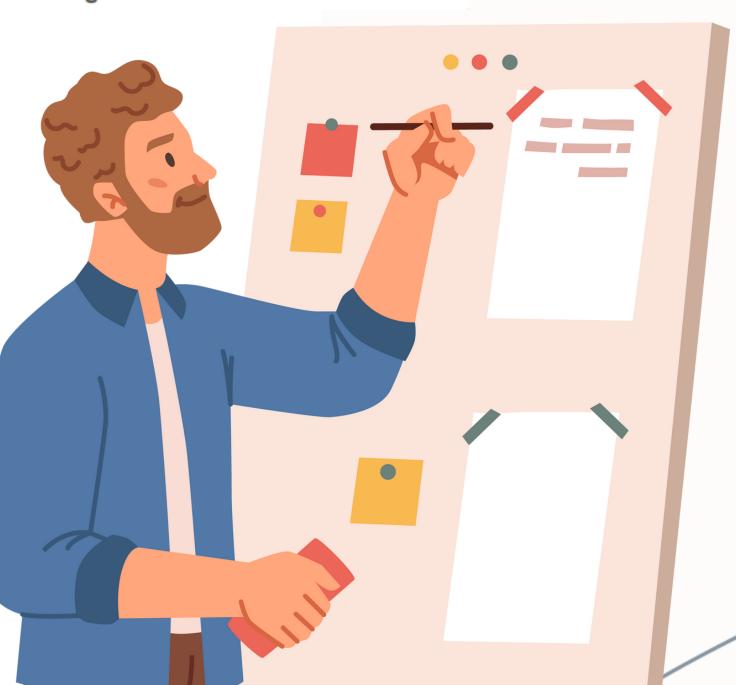
Don't depend on Samba. It's easy to track your orders.

HL: Utha Le Re Baba...

Classic And Advanced annual plans par 15% discount utha le.

### Logo Ka Kaam Hai...

...To help you build a brand identity and grab customer attention.



# **Customer Engagement**

I have created entire customer engagement journeys that utilise WhatsApp, SMS, Push, In-app and email.

The highlights of these journeys are:

- Achieved a 5-8% Unique Click Rate
- English, Hinglish & Hindi messaging
- Newsletter planning
- Promoting offers & discounts

Experience in coordinating with the growth team to create customer journeys, profiles and messages in the form of email, WhatsApp, Push, in-app, etc.

Apps worked - Boost 360, Zadinga Biz, Ardhim Biz, Healthgro Practice.

Experience in writing Straightforward, Hinglish and Meme-content to market it further.



### **Social Media Work**

Planning content calendar, overseeing the content, coordinate with design team, work on ad campaigns

## Boost 360

FB | Insta | X | LinkedIn

https://www.facebook.com/playVALORANTsa
Heading content & design team (for Digital Bait) Involved during the first phase during launch in India &
South Asia

https://www.facebook.com/Innovationsgroup
Heading content & design team (for Digital Bait) Involved during 2019 to 2021

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For more information, you can always download my <u>resume!</u>

Or reach me:

9820973032 hardik.varma@gmail.com

Thank you.