ARUNIMA DUTTA

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New Delhi- 110045

SUMMARY

Detail-oriented professional with a background in copywriting and content marketing, bringing strong communication, coordination, and relationship-management skills. Experienced in collaborating with teams, understanding organizational needs, and creating impactful communication strategies across platforms.

EDUCATION

Amity University
Bachelor's Degree in Journalism & Mass Communication
2018 - 2021

Amity University (Distance Learning)
Master's Degree on Journalism & Mass Communication
2022 – 2024

SKILLS

- Performance Management
- Content Management
- Copywriting
- Product and service knowledge
- Customer rapport Inspiring leadership
- Competitor analysis
- People Management
- Team Collaboration

EXPERTISE

- Copywriting
- Content Writing
- Blog Writing
- SEO Writing
- Social Media
- Email Marketing
- Content Marketing
- Time Management
- Professional Communication

PROFESSIONAL EXPERIENCE

Sr. Content Writer
Apollo 24|7 (January 2024 - November 2024)

- Collaborated across teams like ORM, Growth, Product and Brand Marketing for seamless flow of content & necessary collateral.
- Trained and helped less experienced staff manage workloads and assignments, facilitating fulfilment of organisational objectives.
- Helped senior management plan and carry out daily operations and meet key objectives.

Copywriter/ Content Writer
Option Designs (April 2022 - December 2023)

- Delivered high-quality written content that was insightful, informative and entertaining.
- Performed in-depth research into topics to write clear and accurate copy.
- Applied strong writing, editing and proofreading abilities to each assignment to produce best possible content.
- Built and maintained strong business relationships both internally and externally..

Copywriter/ Content Writer
Thoughtpulp Technologies (June 2019- May 2021)

- Wrote copy for advertisements, email communications and media used in advertising.
- Conducted research and prepared reports on various topics related to the company's operations and industry trends.
- Helped teams reach ambitious sales objectives with multi-channel marketing campaigns.
- Created customer awareness of goods, services and special promotions with creative advertising strategies.