Aakriti Sharma

Senior Content Writer | SEO, LinkedIn and Social Media Content

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SUMMARY

Creative writer with 2.5+ years of experience in content creation, SEO writing, website content, blogs, social media, and brand communication. Currently pursuing undergraduate studies, with a growing interest in digital marketing, branding, and project management. Experienced in developing audience-focused content, managing content workflows, and collaborating with teams to support business goals. Eager to combine creative thinking, strategic communication, and organizational skills to contribute to brand growth, marketing initiatives, and project execution.

PROFESSIONAL EXPERIENCE

Sr. Content Writer, Foodsure **June 2026 - Present**

Content lead for Foodsure, Foodsure Machines and Legal4sure

- Lead content for three domains (Foodsure, Foodsure Machines, Legal4sure), covering blogs, website content and social media.
- Run social media for all three domains and plan, write and publish content for three LinkedIn accounts.
- Own the content calendar, posting schedule and deliverables across all three domains, keeping publishing on time.
- Lead a team of five interns: assign work, review drafts, give feedback and track deadlines.
- Coordinate with the wider team so content, approvals and publishing move without delays.
- Write long-form SEO blogs and market research content for US, UK, UAE, South Asian Countries and Indian audiences.

Sr. Content Writer, VRD Creative Technologies **January 2026 – June 2026**

- Write SEO blogs, landing pages, website copy and service pages for nine client projects across industries including manufacturing, legal and electricals.
- Use Google Keyword Planner and search intent to plan content, then optimise titles, meta descriptions, headers and internal links.
- Refresh older content to improve rankings.
- Write ad copy for Google Ads and Meta Ads, and conversion-focused landing pages aligned to campaign goals.
- Create Instagram, Facebook and LinkedIn posts, repurpose SEO content for social, and build content and social media calendars with SEO, performance and design teams.
- Clients include Sunstar Precision Forge, Legal Papers India, Alive Experiences, Goldwyn, Aplus Technology Solutions, Vedic Bhawan, IRIW, Paramhans Industries and BE Electricals.

Content Writer, Jeevin Senior Care **April 2025 - January 2026**

- Wrote and managed website content, product descriptions, blogs and social media posts for the brand.
- Wrote LinkedIn articles and thought-leadership content for Dr. Murli, aligned to the organisation's vision.
- Managed content updates and brand consistency across three websites: Jeevinseniorcare.in, Jeevin.in and Avanaseniorcare.com.

EARLIER AND VOLUNTEER EXPERIENCE

Content Writer, Project Sukh May 2025 - March 2026

- Wrote articles, captions and campaign copy in line with the project's mission and audience.
- Supported storytelling and content strategy to strengthen its online presence and community outreach.

Volunteer Content Writer, Project Kitab June 2024 – January 2026

- Wrote captions, articles and awareness campaign copy for education and community engagement initiatives.
- Supported audience engagement and storytelling to build the platform's reach with youth communities.

Client Relations Executive and Event Coordinator June 2024 - December 2024

Rashtriya Shree Ramleela Shodh Sansthan

- Planned and ran cultural and spiritual events, working with organisers, artists and volunteers.

- Handled client relations and public communication to promote Indian cultural heritage initiatives.

SKILLS

- **SEO and content:** SEO content writing, on-page SEO, keyword research, search intent analysis, content refresh
- **Social and LinkedIn:** LinkedIn content writing, social media content, content calendar planning, repurposing content across platforms
- **Management:** content strategy, intern and team management, deliverables tracking, cross-team coordination
- **Tools:** Google Keyword Planner, Google Search Console, Google Analytics, Google Ads and Meta Ads copy

EDUCATION

- **BA (Honours) Sociology,** IGNOU | Enrolled July 2026
- **Senior Secondary (Class 12),** NIOS | 2025 - 2026

LANGUAGES

English (fluent), Hindi (fluent)