

# MANJU VERMA

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My Portfolio

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## SUMMARY

Skilled content writer with 2.5 years of experience across diverse niches. Adept at crafting compelling social media content and detailed guides. Recognized for versatility in adapting writing style to various needs and producing engaging, well-researched material. Proven ability to deliver impactful content that resonates with audiences and achieves project objectives.

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### Content Writer, Advology Solutions

Sep 2024 - Present

- I am working as a Senior Content Writer, specializing in troubleshooting guides for QuickBooks, Sage, and TurboTax.
- I am crafting comprehensive QuickBooks Desktop guides covering key features, accounting processes, and troubleshooting techniques.
- Through in-depth research and analysis, I create user-friendly content that enhances engagement and improves the reader's understanding of complex topics.

### Content Writer, Travelomatrix

June 2023 - August 2024

- Crafted comprehensive QuickBooks Desktop guides detailing multiple key features, accounting processes, and troubleshooting techniques.
- I manage a team of 5-6 off-page writers, ensuring high standards of content quality and consistency across projects.
- Researched and analyzed many complex topics to produce user-friendly content that increased engagement by 40%; developed a comprehensive content strategy that aligned with project management timelines and enhanced team productivity.

### Freelance Content Writer - Vijay Sales and Merrative Marketplace

August 2022 - June 2024

- Managed project timelines, reducing delivery times by 30%.
- Spearheaded the adoption of cutting-edge engineering software, improving project accuracy.
- Collaborated with cross-functional teams, enhancing project success rates by 10%.

### Digital Marketing Executive - Intern, Waffle Bytes Private Limited

Feb 2022 - Aug 2022

- Started my digital marketing journey as an intern at Waffle Bytes, where I acquired foundational skills in content creation, social media management, and Canva design.
  - Promoted to Digital Marketing Executive and created 50+ engaging video reels that increased social media reach by 40%; managed and optimized social media pages, resulting in a 25% increase in follower engagement within three months.
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## EDUCATION

Bachelor's in B.Sc. Biotechnology

Aug 2019 - May 2022

Guru Jambheshwar University

- Gained a solid foundation in biotechnology principles, including molecular biology, genetics, biochemistry, and bioinformatics.
- Developed hands-on experience with laboratory techniques such as PCR, gel electrophoresis, and enzyme assays, enhancing practical skills in conducting experiments and data analysis.
- Acquired critical thinking, data interpretation, and research methodology skills, enabling effective problem-solving and innovative approaches in biotechnological applications.

## ADDITIONAL INFORMATION

- **Technical Skills:** SEO Optimization, Content Management Systems, Keyword Research, Content Writing, Content Marketing, Copywriting **Languages:** English, Hindi
- **Certifications:** Content Writing (Unboxing Art) **Soft Skills:** Communication, Leadership, Time Management, Creativity, Collaboration,
- Research, Critical Thinking