

VEDANT SANKUL PATHAK

MUMBAI, MAHARASHTRA

+91 8104098860 | pathakvedant48@gmail.com | [Portfolio](#)

PROFILE

A seasoned freelance content writer with 2 years of experience, excelling in crafting engaging texts for diverse audiences. Skilled in creating instructive articles, compelling blogs, and captivating social media content. A strong communicator who thrives both independently and in team environments.

EDUCATION

Thakur College of Engineering and Technology
Bachelors in Technology – 9.08

01-2020 – 06-2024
Mumbai, Maharashtra

Shri T.P. Bhatia Junior College of Science
HSC – 83%

06-2018 – 06-2019
Mumbai, Maharashtra

Adarsh Education Society
SSC – 87%

06-2017 – 06-2018
Mumbai, Maharashtra

COURSEWORK / SKILLS

- Content Writing
- Article Writing
- Creative Writing
- Ghostwriting
- SEO Writing
- Scriptwriting
- Project Management
- Technical Writing
- Guest Post
- Travel Writing
- Creative Writing
- Copywriting

EMPLOYMENT HISTORY / INTERNSHIPS

Associate Editor | SRB IT Solutions

01-2023 – 06-2023

- I managed the full content pipeline, including project planning, assignment, and tracking.
- I worked directly with writers, subject matter experts, and other team members to ensure that information was delivered on schedule and accurately.

Lead Content Editor | Inkshed Content Solutions

09-2022 – 02-2023

- I collaborated with customers and the content strategy team to create detailed content plans and strategies.
- I edited and proofread a wide range of content, including articles, blog posts, website copy, and marketing materials.

Content Writer | Global Media Next

06-2022 – 11-2022

- I developed high-quality material for a variety of platforms, including websites, blogs, social media, and email marketing campaigns.
- I worked with the content strategy team to create content strategies and calendars that were in line with the customers' goals and objectives.

Content Writer (Intern) | Global Media Next

01-2022 – 06-2022

- Joined Global Media Next as a Content Writing Intern, playing a pivotal role in creating engaging content across diverse channel.
- Subsequently, I transitioned to a contracted role, continuing to deliver impactful contributions to the company's content initiatives.

Copywriter (Intern) | Messold Technologies

06-2021 – 12-2022

- As a copywriter intern at Messold Technologies, I actively crafted captivating content, conducted thorough research, edited materials for clarity, supported multifaceted campaigns.

FREELANCE PROJECTS *

Overview

Partnered with 10+ tech giants, start-ups, and SMEs in finance, tech, healthcare, hospitality, and media. Tailored content aligned with brand objectives, bridging communication gaps across diverse industries, from finance intricacies to tech innovation and engaging media narratives.

Khatabook

02-2023 – 05-2023

- Crafted engaging, informative blogs catering to Khatabook's audience, focusing on financial management, entrepreneurship, digital tools, and tech.
- Provided actionable insights and best practices, aiding customers in efficient money management and staying updated with industry trends.

UpGrad

04-2023 – 08-2023

- Enhanced UpGrad's website visibility via SEO content.
- Optimized existing content and authored SEO-driven articles, strategically integrating keywords while delivering valuable information to the target audience, bolstering search engine rankings.

Incredible India

05-2023 – 09-2023

- Revitalized Incredible India's website by spotlighting various Indian destinations. I researched and authored articles showcasing the historical significance, unique attributes, and tourism attractions of cities and regions.
- Created compelling narratives reflecting India's vibrant culture, rich history, and picturesque landscapes.

****This only includes long-term projects. Thank you.***

TECHNICAL SKILLS

Tools: CMS (Drupal), Content Planning (Trello), Keyword Research (SEMrush), Analytics (Google Analytics)

Proficiencies: SEO Optimization, CSS, Canva

CO/EXTRA-CURRICULAR ACTIVITIES

National Centre for Performing Arts (NCPA)

08-2019 – 10-2020

Play Scriptwriter

Mumbai, Maharashtra

• Crafted and adapted scripts for theatrical performances at NCPA. Adhered to production guidelines, iteratively edited scripts, and effectively communicated concepts in workshops, aligning scripts with the artistic vision and production requirements.

CERTIFICATIONS

- Content Writing Master Course – IIM Skills
 - The Strategy of Content Marketing – Coursera
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