

Radhika Singh

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Experienced Content Manager, Storyteller, Feature/Script Writer, Copywriter, and Editor with a proven track record in top marketing, publishing, e-commerce firms, as well as national and global non-profit organizations. Over seven years, I've successfully handled multiple editorial projects concurrently, demonstrating professionalism and precision. I hold a master's degree in English literature and excel in media and communication roles.

WORK EXPERIENCE

Content Manager and Storyteller

Jun 2023 - Present

Lagavi

Delhi, India

- Spearheaded content strategy at Lagavi, producing engaging content across blogs, articles, product descriptions, social media, and the website, resulting in a **75% increase in audience engagement** and a **40% improvement in overall content reach**.
- Increased social media reach by **60%** and grew brand collaborations by **five times**, boosting brand visibility and audience loyalty.
- Implemented SEO best practices, driving a **45% rise in website traffic** and **enhancing search visibility** by targeting industry-relevant keywords.
- Collaborated with founders to develop a cohesive brand strategy, using storytelling to highlight makers' journeys and the brand's identity, leading to a **whopping 50% increase in brand recognition and audience retention**.
- Assisted the marketing team in crafting high-impact ad campaigns, raised customer engagement by **70%** and effectively filled content gaps identified through audience research.

Content Manager

Jun 2022-Apr 2023

The Woman's Company

Delhi, India

- Collaborated with the creative team to build brand and social media calendars, leading to **50% higher audience engagement**.
- Developed brand-aligned content for Instagram, Facebook, LinkedIn, and Twitter, achieving a **40% growth in followers** and **25% more brand mentions**.
- Created marketplace content, including videos, with the creative team, boosting **video views by 60%** and **shares by 30%**.
- Managed founder's social media and website content as well.
- Optimized website content for India and US sites, resulting in **20% lower bounce rate**.
- Produced monthly blogs and weekly emailers/WhatsApp/SMS, leading to **25% more subscriber engagement** and **30% higher open rates**.
- Wrote product descriptions for new and existing SKUs, increasing **product page conversions by 60%**.
- Created PR content, including press releases, gaining **more media coverage**.

Writer/Editor

Jun 2020 - May 2022

Freelance

Remote

- Delivered researched and innovative blog content on a weekly basis at Archtop Media.
- Worked with remote brands both nationally and internationally to increase traffic such as- Her View from Home, BuzzFeed, Remote.co, 1021 Creative, etc.
- Worked as Publishing/Editorial Assistant with publishing firms like Cactus Communication, Writer's Pocket Publishing, and Storymirror.
- Wrote Scripts for various advertisement agencies, OTT platforms, and marketing firms.
- Researched on topics and delivered polished materials to various Editors and Authors.

Script/Content Writer

Aug 2019 - Mar 2020

Vspagy

Delhi, India

- Conceptualized and created scripts for personalized ads, increasing **engagement effectiveness by 45%** and fostering stronger customer connections.
- Developed interactive marketing videos by integrating video, data, and interactivity, leading to **60% higher viewer retention rate**.
- Executed personalized video campaigns across SMS, email, social media, and websites, achieving a **50% boost in click-through rates** and **increased conversions**.
- Managed intern-led promotions across industries like entertainment, E-commerce, and finance, resulting in **improvement in campaign efficiency**.
- Assisted management in proofreading and updating website content and B2B Use Cases, enhancing **content accuracy and clarity** for business clients.

Editorial Assistant and Feature Writer

Apr 2019 - Jul 2019

Fine Wine and Champagne India

Delhi, India

- Performed research on selected quarterly issues offering fascinating insights into vineyards, wine moguls, wine tastings, and luxury wine destinations.
- Provided editorial assistance on the finished content.
- Supervised the design process and contributed to graphics and layout selection.
- Managed intern editorial staff and helped writers to hone the craft.

Editorial Assistant and Content Manager

Sep 2018 - Mar 2019

FORCE

Delhi, India

- Created content for water conservation programs to create awareness, innovate, design, implement projects on ground, and impact government policy of 5R's of water conservation.
- Planned and researched a guide on social innovation for water conservation, resulting in a **40% higher engagement** in trendsetting

publications.

- Performed research on selected literary texts for collection of analysis, assessment, and evaluation to understand more about water and sanitation.

Editorial Intern

Nov 2017 - Feb 2018

NDTV

Delhi, India

- Responsible for independently developing and managing daily content as assigned, including high and mid-level content on the news application.
- Assured smooth operation of the latest error-free news on the application.
- Verified and confirmed breaking news, maintaining **100% accuracy** and bolstering audience trust.
- Performance management, that is, giving regular feedback to writers and news desk portal managers.

EDUCATION

M.A. English

Jul 2016 - Aug 2018

I.P. College For Women, University of Delhi

B.A (Hons) English

Jul 2013 - Jul 2016

St. Stephen's College, University of Delhi

Senior School

2011 -2013

L.V.M, Delhi

Secondary School

1999 - 2011

L.V.M, Delhi

SKILLS

Tech Skills: Content Management, Brand Management, Social Media Marketing, Digital Publishing, Storytelling, Copywriting, E- Commerce Writing, Digital Communication, Content Strategy, Editorial Calendaring, Digital Publishing, Creative/Fictional/Lifestyle Writing, SEO/SEM, Concept Development, Proofreading

Soft Skills: Communication, Teamwork, Problem-solving, Time management, Critical thinking, Decision-making, Organizational, Stress management, Adaptability, Conflict management, Leadership, Creativity, Resourcefulness, Persuasion, Openness to criticism

LANGUAGES

Hindi, (Native proficiency) • **English** (Full professional proficiency)