



Charu Dwivedi

I love storytelling and creative problem-solving, with an appetite for discovering unexpected ideas in the process. I celebrate diverse perspectives, and thrive on inspiring the best out of everyone involved—my toughest critic included: myself.

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Experience

Various Since 2023

Freelance

I took the scary step of going freelance and worked with multiple clients assisting them in brand & identity development, creative visualisation, content and social media marketing.

Unilodgers Feb 2023

Content Marketing Associate

Developed content strategies, managed Zoho email campaigns, optimized social media, and wrote SEO blogs on WordPress. Collaborated on calendars, websites, emails, webinars, and video scripts.

Stage 3 Apr 2020

Copywriter

Wrote SEO-optimized blogs, media articles, and product descriptions to boost organic traffic, while refining content strategies to align with brand identity across platforms.

Social Panga Oct 2019

Social Media Intern

Assisted in managing social media campaigns for brands like MamaEarth, Fujifilm and Reliance, enhancing customer relations and monitoring their online presence.

Education

BA English | Psychology Minor

Lady Shri Ram College for Women, New Delhi

To break free from the monotony of college academics, I joined The Dramatics Society as an actor, director and scriptwriter.

10+2 Equivalent

Rajghat Besant School, Varanasi, Uttar Pradesh

Learnt that mitochondria is the powerhouse of the cell.

Skills

SEO & SEM

Wooooooooooooooooooooow

Social Media Management

Wooooooooooooooooooooooooooooow

Content Strategy

Woo

Email Marketing (Zoho, HubSpot)

Woooooooooooooooooooooooooooooooooooo

Learning a New Software

Wooooooooooooooooooooooooooooow

Finding the end of a tape without ripping it

wow