

MUSKAAN KESAR

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SUMMARY

Content and Communications professional with 5+ years of experience in content creation, digital marketing and brand communications across diverse industries. Skilled in crafting impactful content strategies, managing social media campaigns and leading cross-functional teams.

CORE SKILLS

- Content Writing & Copywriting
- Writing, Editing & Proofreading (Blogs, Reports, Case Studies, Scripts, Articles and more)
- Campaigns & Content Calendar Creation and Management
- Team Leadership & Cross-functional Collaboration
- Organizational & Communication Skills

PROFESSIONAL EXPERIENCE

Fabel Services Pvt. Ltd. (Feel Good Contacts, UK)

Gurgaon, India

Senior Associate - Content Writing

May, 2025 - Present

- Conduct in-depth research and write SEO-optimised articles for the Eye Care Hub, focusing on medically accurate, well-researched content tailored for UK and Irish audiences.
- Create and proofread engaging guest posts, branded page content, email content, push notification copies and more.
- Understand the science behind the products including their strength, specifications, design, materials and lenses to align with user needs.
- Write, proofread and upload product descriptions and branded page content on the company portal.
- Collaborate with the SEO, Design and IT teams to plan and execute content strategies.
- Ensure all written content adheres to Google's E-E-A-T (Experience, Expertise, Authoritativeness, Trustworthiness) standards to build brand credibility and improve search visibility.
- Perform quality checks and proofreading across all published materials to maintain factual accuracy.

Bosconet - Don Bosco Network

Delhi, India

Media & Communications Manager

June, 2022 - May 2025

- Wrote, proofread and published 100+ news articles, 200+ social media copies and CSR reports.
- Developed case studies, success stories and thank-you notes for partners.
- Managed and led the Media & Communications team.
- Wrote and edited the content for 3 Annual Reports and 10 Quarterly Newsletters.
- Managed social media handles, wrote content and improved engagement across platforms.

Enthusionz Digital

Bangalore, India

Copywriter

Dec, 2021 - May, 2022

- Wrote and proofread blog posts, brochures and website content for clients
- Developed ad copies, content calendars and social media campaigns.
- Coordinated directly with clients to align the content with the brands.
- Supervised design team to ensure consistent messaging.

Netpuppys Technologies

Gurgaon, India

Content Writer

Jan, 2021 - Dec, 2021

- Wrote blog posts, quora articles, social media posts and website content for clients
- Created social media and content calendars.
- Collaborated with marketing and design teams.

INTERNSHIP EXPERIENCE

ForeTeach

Gurgaon, India

Senior Content Writer and Sub Editor

Sept, 2020 - Dec, 2020

Love Alert

Gurgaon, India

Content Writer

Sept, 2020 - Dec, 2020

Cancer Rounds Social Media Manager and Content Intern	Gurgaon, India Oct 2020 - Dec 2020
Hello Study Global Counseling and Marketing Intern	Gurgaon, India Sept, 2020 - Dec, 2020
We The Flawsome Content Writer	Gurgaon, India July, 2019 - Nov, 2019
Dainik Jagran Journalism Intern	Gurgaon, India June, 2019 - July, 2019

- Performed interviews with research subjects and compiled data.
- Went on field research to collect data, digitized and organized the interviews and researched data using Chanakya software to streamline the procedures.

PRODUCTS

Documentary Lodhi Art Festival	September, 2024
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- Directed a student documentary highlighting the cultural and artistic essence of the Lodhi Art Festival.

Script Writing and Acting Short Film on ADHD	June, 2024
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- Wrote and acted in a short film highlighting awareness and understanding of Attention Deficit Hyperactivity Disorder (ADHD)

Photo Story Series Child Harassment and Trauma	June, 2024
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- Created a photo story series exploring the psychological and emotional effects of harassment and trauma on children.

Dissertation	May, 2023
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- Conducted an academic dissertation on the 'Psychoanalytic Effects of Netflix Series: 13 Reasons Why and Insatiable in India'.

Radio PSA	December, 2022
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- Wrote a radio public service announcement script on mental health awareness and depression.

Research Paper	December, 2022
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- Wrote a research paper on 'Mental Illness Awareness in India: An Analysis of Social Media, with Reference to Instagram and YouTube'.

EDUCATION

University of Delhi Journalism (Hons.)	Delhi, India 2016-2019
Little Angels, School XII	Sonipat, India 2015-16

CERTIFICATION & TRAINING

- Creative Writing | My Captain - 2019
- Digital Marketing | My Captain - 2020
- Financial Market | Shine Projects - 2020
- Social Media Marketing | Facebook - 2020
- Digital Marketing Certificate | Google - 2020

ACHIEVEMENTS

- Article published in *Dainik Jagran*
- Two write-ups featured in the book *Bonmot Yarns*
- Secured 1st place (twice), in writing competitions organized by @ink_that_never_fades on Instagram
- Secured 3rd place in a writing competition organized by @ink_that_never_fades on Instagram
- Write-up published in *Maples - The World's Greatest Anthology* (Vajra World Record holder)