



NIKITA ARYA

Content Strategist | SEO & Conversion Copywriter

📍 Meydan, Dubai (United Arab Emirates)

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SUMMARY

Content Strategist and Copywriter (currently in Dubai) with 6+ years of experience creating high-performing content. From SEO blogs to ad copy and product storytelling, I specialise in driving traffic, improving conversions, and supporting brands in achieving their marketing goals.

WORK EXPERIENCE

Content Writer & Copywriter | 2025 - 2026

Sial to Sial Marketing & PR Co., Business Bay, Dubai (Contractual - Onsite)

- Creating content for the marketing agency for crypto clients, including platforms dealing with USDT exchanges, simplifying complex concepts into clear, engaging material.
- Developing marketing and informational content for financial service clients offering business loans.
- Writing blogs, website copy, and educational pieces tailored to crypto and fintech audiences.
- Maintaining and managing social media content calendars for multiple clients.

Promo Writer & Storywriter | 2023 - 2025

Pocket FM Pvt. Ltd., Bangalore, India (Contractual - Remote)

- Writing promos for in-house novels and audio stories, show synopsis.
- Writing interesting and engaging long-form ad copies promoting the audio stories on Meta.
- Conceptualising, writing screenplay and dialogues for promos.
- Writing a 100-episode rom-com audio series, 'Drinks On The White House', with 20–25 minute episodes, demonstrating long-form storytelling and audience retention

Content Marketing Executive | 2022 - 2023

Umety Solutions, Noida, India (Full Time - Hybrid)

- Producing high-quality content for educational VR technology based company and their marketing initiatives, including sales copy, emailers, pitch decks, and landing pages.
- Creating 100+ SEO-optimized articles and PR articles improving organic visibility
- Owning end-to-end social media content, from ideation to execution, collaborating closely with design and product teams to deliver cohesive campaigns
- Ghostwriting articles and LinkedIn content for C-suite executives, shaping thought leadership and external brand positioning

Copywriter | 2020 - 2022

HealthKart, Gurugram, India (Full Time - Hybrid)

- Leading copywriting for digital marketing assets of a nutraceutical brand TrueBasics, delivering conversion-focused content across campaigns
- Owning product listings and content across Amazon, Flipkart, and Nykaa, increasing leads by 30% for TrueBasics
- Contributing to go-to-market (GTM) strategy for product launches, aligning content with positioning, messaging, and campaign rollout
- Spearheading content for the TrueBasics Heart Omega launch, achieving #1 ranking on Amazon (Krill Oil category)

Features Writer | 2018 - 2020

Franchise India Holdings Limited, Faridabad, India (Full Time - Onsite)

- Authored 200+ content pieces and interviewed industry entrepreneurs on startups, business, finance, and franchises, enriched with multimedia elements.
- Produced compelling video interviews for key events like Franchise Expo 2019 and Franchise India 2019.

EDUCATION

Bachelor of Multimedia and Mass Communication | 2015 - 2018

Indraprastha College for Women, Delhi University

KEY SKILLS

Content Writing, Digital Copywriting, Storywriting, SEO, Wordpress CMS, Social Media Content

TOOLS

Google Analytics, Google Keyword Planner, Canva, ChatGPT, Grammarly, Semrush

LANGUAGES

English & Hindi

CERTIFICATIONS

- Marketing Analytics: Setting and Measuring KPIs
- How to Build Visual Content Marketing Strategies

AWARDS & RECOGNITION

Gold Award Recipient at India Film Project 13, Asia's Largest Content Festival

CREATIVE PORTFOLIO

bit.ly/nikita-arya-writing-portfolio