



SAHIBA KHURANA

TECHNICAL CONTENT & DIGITAL SPECIALIST

ABOUT

I am a technical content writer professional with extensive experience coordinating and implementing online promotion strategies. My expertise encompasses content media engagement. With nearly 3 years of experience, I excel in writing, editing, and proofreading content for B2C and B2B clients. I am adept at quickly assessing assignments, setting priorities, and delivering high-quality content within deadlines. Proficient in digital media, I specialize in campaign development, trend tracking, and project coordination, with a strong understanding of SEO best practices and platform policies. My work ethic is underscored by a commitment to excellence and continuous improvement.

WORK EXPERIENCE

DIGITAL STRATEGIST & CONTENT WRITER

HabileLabs | Jaipur, India (Remote) | Dec 2024 – Present

As a Digital Strategist and Content Writer at HabileLabs, I develop and implement digital content strategies that strengthen brand positioning and promote the company's SaaS ecosystem.

- **Content Strategy & Development:** Plan and manage content for HabileLabs' core products, including Learnify, ProGPT, FinHub, and iSeeit, for diverse audiences. This involves creating blogs, product pages, and marketing assets.
- **Brand Messaging:** Led the rebranding initiative under the theme "We make IT easy," shaping unified communication for HabileLabs offerings.
- **Website & Industry Pages:** Created and optimized industry-focused web pages that articulate HabileLabs' expertise across multiple domains.
- **Process Optimization:** Designed wireframes and content workflows to streamline production and enhance collaboration within a small, agile team.
- **Collaboration:** Worked closely with product, design, and development teams to ensure alignment between content, product vision, and brand objectives.

TECHNICAL CONTENT WRITER

iSHARE Foundation | Netherlands (On-site) | Feb - Aug 2024

As a Technical Content Writer for iSHARE, my role involves drafting clear, informative, and engaging technical content that supports the iSHARE Foundation's mission. This includes creating comprehensive documentation, guides, and other resources to facilitate the integration and implementation of the iSHARE Trust Framework for data sharing across organizations.

- **Technical Documentation:** Created detailed documents covering all aspects of the iSHARE Trust Framework, including roles, authentication, authorization, and data-sharing protocols.
- **Content Development:** Wrote user guides, FAQs, and how-to articles to help developers and organizations understand and use iSHARE's technical specifications and API endpoints.
- **Resource Management:** Updated and maintained existing documentation to ensure it reflects the latest updates and changes in the iSHARE framework and related tools.
- **Collaboration:** Work closely with the technical team to gather information, clarify technical details, and ensure accuracy in all published materials.
- **Content Strategy:** Developed and implemented a content strategy that supports iSHARE's goals, focusing on improving user experience and promoting effective data-sharing practices.

TECHNICAL CONTENT MANAGER

Adgenda | South Holland, Netherlands (On-site) | June 2023- Jan 2024

CONTACT

Address: Noida, Uttar Pradesh
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Date of Birth: 15 March 1994
Nationality: Indian

SOCIAL

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WORK EXPERIENCE

Created a strategic planning process for a SaaS-based tool called Adgenda. Planned, developed, and implemented strategies for all facets of Adgenda business operations, including budgeting, administration, production, personnel, and sales, to get the business models and ROI right by "transforming through required digital tools and platforms" with a strong focus on long-term growth.

Additionally, produced digital content (website content writing and layout, help text, and much more) for Adgenda that provides comprehensive information about the products or services they offer to develop content that accurately reflects the company's short- and long-term goals. Last but not least, worked independently with little or no daily supervision and an impeccable grasp of the English language, including idioms and current trends in slang and expressions of the SaaS world.

Daily Responsibilities of Adgenda:

- Utilized industry best practices and familiarity with Adgenda's mission to inspire ideas and content.
- Followed an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials.
- Organize writing schedules to complete drafts of content or finished projects within the deadlines.
- Maintained strict adherence to the style guides of the Adgenda and its policies for publication with good time management skills, including prioritizing, scheduling, and adapting as necessary.
- Developed related content for multiple Adgenda platforms, such as different website interfaces (webpage content, product descriptions, and blogs), Gmail (email marketing), YouTube (videos), and much more.
- Used search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results.
- Monitored and analysed the performance of key performance indicators (KPIs) to offer suggestions for improvement.
- Exhibited strong interpersonal skills and a willingness to communicate with clients, colleagues, and management.

EXECUTIVE CONTENT WRITER

Cognus Technology | Jaipur, Rajasthan | June 2022- March 2023

- Brainstorming with the team members on new innovative content marketing strategies.
- Worked closely with the SEO team to produce various types of website content for the educational sector inclusive of meta and title tags.
- Ensuring there is continuous improvement in the brand essence, market demand and client requirements.
- Coordinating with the content strategist to set long-term goals for effective content curation.
- Creating writeups for various multimedia formats such as blogs, Youtube or webpage content across UK and AU.
- Wrote, edited, and proofread copy for over 75+ web pages (both on-page and off-page) to create refined SEO-friendly content based on competitive research.
- Optimised new and existing content with SEO-friendly headlines and call to action per the market trends to improve overall readability.
- Evaluate key metrics and KPIs to measure content performance.



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DIGITAL MARKETING SPECIALIST

PROFESSIONAL SKILLS

- SEO
- Google Analytics
- Google AdWords
- BuzzSumo
- HubSpot
- Salesforce
- Campaign Manager
- Social media strategy
- Web-content Development,
- Corporate blogging
- Copywriting
- Ad development
- Project management
- Market research

WORK EXPERIENCE

SEO SPECIALIST AND CONTENT WRITER

Gloify| Bangalore, Karnataka | Nov 2021-Feb 2022

- Supported branding, digital marketing messaging, and advertising campaigns by engaging with followers on various social media platforms.
- Contributed to mock-ups, email campaigns, and social media content.
- Assisted with various marketing projects that would engage new leads and potential customers.
- Performed market analysis and researched the latest trends.

SOCIAL MEDIA INTERN

TLM Consultancy | MUMBAI, MAHARASHTRA | Dec 2020-Mar 2021

- Designed and presented social media campaign ideas.
- Conducted daily updates to social media profiles to boost the company's online presence.
- Stayed updated with the latest marketing concepts and techniques.
- Connected with influencers to increase the reach of company posts.
- Assisted with capturing and analyzing social media metrics.
- Tracked social media engagement to identify high-performing ideas for campaigns.
- Analyzed trends in social media posts and followers to maximize views.
- Created engaging content to catch the attention of potential customers.
- Analyzed social media campaigns and activities using HubSpot to promote engagement and made recommendations for enhancement.

LECTURER AT KVA DAV COLLEGE FOR FASHION MARKETING

Kva Dav College for Women| Karnal, Haryana| Jul 2018-Sep 2020

EDUCATION

DigitalMarketingSpecialist| Simplilearn | Oct 2020-Aug 2021

M.sc in Fashion Marketing And Management | NIIFT, Mohali | Mar 2016-Nov 2018

B.Sc. Fashion Designing | KVA DAV COLLEGE FOR WOMEN | Apr 2013-Oct 2015

AWARDS

- Gold medalist in fashion designing at Kurukshetra University in 2013 and 2014.
- Achieved engagement goals for social media platforms for clients, which led to promotion within 3 months of joining the company.
- Certifications: [Digital Marketing Specialist], [Simplilearn] (2020-2021)

HOBBIES

- Painting, Cycling and Hiking