

 **MONIKA JIYANI**

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Portfolio Links:

- [Kinaara Jewels Blog](#)
- [Personal Blog – Beyond Happiness](#)
- [Portfolio Website](#)
-  REELS PORTFOLIO
-  VOICE OUR AUDIOS PORTFOLIO

OBJECTIVE

Creative and detail-oriented **Content Writer** with 2 years of experience — at **Antara Media Company** and **Kinnara Jewels company in-house**, working with diverse brands in **lifestyle, wellness, and jewelry**.

Skilled in crafting engaging, SEO-optimized content that drives traffic and boosts audience engagement. Seeking long-term freelance or remote content writing opportunities.

EDUCATION

Master of Biotechnology

Uka Tarsadia University, Gujarat

SKILLS

- **Content Writing & Strategy**
- **SEO Optimization & Keyword Research**

- Creative Writing & Storytelling
- Audience Targeting
- Social Media Content
- Blogging & Web Copy

EXPERIENCE

Freelance Content Writer and creator | Kinaara Jewels

2024 – 2025 Present

- [Kinaara Jewels Blog](#)
- Wrote blog content for a luxury jewelry brand, focusing on brand tone and audience engagement.
- Optimized content with relevant keywords for better search engine rankings.

Content Writer | Antara Media Company

2024

- Created SEO-focused blogs and website content to boost online visibility.
- Applied digital marketing knowledge to develop targeted and engaging content.

CERTIFICATIONS

Certified Content Writer

Skill Arbitrage Online

PROJECT HIGHLIGHTS

Kinaara jewels writer and content creator (reels shoots/ influencer)

- Wrote website copy, blog articles, and marketing content.
- Improved search visibility by implementing SEO best practices.
- Increased site traffic and brand engagement through optimized content.

EXTRA-CURRICULAR

Blogger | Beyond Happiness

- [Personal Blog – Beyond Happiness](#)
- Actively write blog posts on self-growth, positivity, and wellness.
- Manage the Instagram page to share micro-content and drive traffic to the blog.

LEADERSHIP & EVENTS

Admin | Beyond Happiness Podcast (Spotify)

- Led content planning, episode creation, and community engagement.

Link to Spotify Podcast-

- <https://open.spotify.com/episode/6rgykFyx9fxpbV9BKC82ar?si=jVtGvdM0QxWs8sWkP0L38A>
- Collaborated with moderators for events under **Kamakhya India** and **Moksha Foundation**.