
NIKITA ARYA.

AWARD-WINNING WRITER | COPYWRITER | CONTENT STRATEGIST

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PROFESSIONAL SUMMARY

I turn complex ideas into clear, human stories.

Writer, copywriter and content strategist with 6+ years of experience across editorial, SEO, conversion copy, product marketing, social campaigns and audio fiction. I learn unfamiliar subjects quickly, find the human thread and shape content people can understand and act on. Experience spans business, healthcare, education, VR, e-commerce, crypto and financial services.

KEY ACHIEVEMENTS

- 6+ years of experience across content writing, copywriting and storytelling.
- Authored 200+ features and interviews, plus 100+ SEO and PR articles.
- Wrote a 100-episode international audio series for a US audience.
- Contributed to a 30% increase in leads for TrueBasics and a #1 Amazon category ranking for Heart Omega.

EXPERIENCE

Content Writer & Copywriter | 2025 - 2026

Sial to Sial Marketing & PR Co. | Contract · Onsite · Business Bay, Dubai

- Wrote SEO blogs, website copy, educational content and social assets for crypto, stablecoin-exchange and business-loan clients
- Translated crypto regulation, USDT and financial-services concepts into clear, audience-friendly language.
- Built and maintained social content calendars across multiple client accounts, adapting voice by brand and platform.

Promo Writer & Storywriter | 2023 - 2025

PocketFM | Contract · Remote · Bengaluru, India

- Wrote promos, show synopses, long-form Meta ads, screenplay and dialogue for serialised audio stories.
- Shaped hooks, tension and cliffhangers to make each story easier to enter and harder to leave.
- Wrote **Drinks on the White House**, a 100-episode international rom-com with 20 to 25-minute episodes for a US audience.

Content Marketing Executive | 2022 - 2023

Umety Solutions Pvt. Ltd. · Umety & LaunchMyCareer | Fulltime · Hybrid · Noida, India

- Created 100+ SEO and PR articles for Umety Solutions, an education and VR technology company, strengthening its organic content footprint.
 - Wrote website and landing-page copy, email campaigns, pitch decks, sales assets and social content for both Umety and LaunchMyCareer.
 - Managed social content for both organisations from ideation to execution, collaborating with design and product teams to build cohesive campaigns.
 - Ghostwrote articles and LinkedIn content for C-suite executives across both organisations, supporting thought leadership and external brand positioning.
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EARLIER EXPERIENCE

Copywriter | 2020 - 2022

HealthKart · TrueBasics | Fulltime · Hybrid · Gurugram, India

- Led conversion-focused copy across digital campaigns, product launches and nutraceutical product storytelling.
- Owned product and marketplace content across Amazon, Flipkart and Nykaa, contributing to a 30% increase in leads for TrueBasics.
- Supported go-to-market messaging for Heart Omega, a launch that reached #1 in Amazon's Krill Oil category.

Features Writer | 2018 - 2020

Franchise India Holdings Limited | Full time · Onsite · Faridabad, India

- Authored 200+ reported and search-led pieces across startups, business, finance and franchising.
- Interviewed founders and industry leaders, and produced video interviews for Franchise Expo 2019 and Franchise India 2019.

SELECTED FREELANCE COLLABORATIONS

Freelance Writer · Independent | India and remote

Reader-first healthcare content for Centre for Sight; ghostwritten design and innovation articles for Humane Design; multi-industry SEO and PR writing for SaffronTech; and wellness editorial for LifePositive.

RECOGNITION

Gold Award, India Film Project Season 13

Are You the Only You Present in the Universe?

Recognised in the Seven-Day Writing Challenge, Think Piece category, for a curiosity-led exploration of parallel universes.

SKILLS AND TOOLS

Core skills: Content strategy, SEO and editorial writing, conversion copy, product and e-commerce copy, website and email copy, social media campaigns, scriptwriting, dialogue writing, research and interviews.

Tools: Google Analytics, Google Keyword Planner, Semrush, WordPress CMS, Canva, ChatGPT and Grammarly.

Languages: English and Hindi.

EDUCATION

Bachelor of Multimedia and Mass Communication

Indraprastha College for Women, University of Delhi | 2015 - 2018

CERTIFICATIONS

Marketing Analytics: Setting and Measuring KPIs

How to Build Visual Content Marketing Strategies

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Explore selected work, case studies and writing samples.

the curiousnikita.com

