

Shaant Minhas

New Delhi, Delhi
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Work Experience

Staff Writer

MakeUseOf.com
December 2020 to Present

- Responsible for writing technical content in an easy, succinct, and digestible format for regular readers.
- Make sure the content is optimized for SEO.
- Research, write, and edit the articles within tight deadlines.
- Publish the articles through WordPress for review by the Senior Editors.
- Pitch all the new article ideas and discuss them with content and technical editors.

Digital Marketing Intern

SysTools Software - New Delhi, Delhi
August 2020 to Present

- Responsible for crafting and publishing blog content through WordPress.
- Performing keyword research for new topics to cover on the blog.
- Creating backlinks for our website through guest posting and social bookmarking.
- Creating, editing, and publishing copy for product pages of various software.

Process Associate

IGT Solutions - Delhi, Delhi
August 2019 to January 2020

- Strived to provide first-call resolutions(FCR) to customer inquiries related to their flight and hotel bookings.
- Ensured customer satisfaction through attentive and empathetic listening to their pains.
- Provided correct information to customers for making the right purchase.
- Maintained important KPIs like CSAT, FCR, DSAT, AHT, break timings, etc. to help the organization's growth.

Education

Bachelor's in Computer Applications

Maharaja Surjamal Institute of Technology, GSSIPU University - New Delhi, Delhi
August 2016 to July 2019

Skills / IT Skills

- Content Writing, Email Marketing, SEO

- On-page, Off-page, and Technical SEO
- Microsoft Office
- LibreOffice Writer
- Microsoft Excel
- Google Analytics, Google Search Console
- Basic HTML, CSS and SQL
- Copywriting and Content Marketing

Online Profile

<https://www.linkedin.com/in/shaant-minhas-8a5211134/>