

Abhinav Kini

Toronto-based with over 10 years of experience in digital writing and social media. Have a deep understanding of viral trends and what people want to read and engage with while turning around work at quick speed and maintaining a high level of accuracy.

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abhinavkportfolio.com

Education

Humber College, Toronto
— PGCert Professional Writing and Communication
[Sept 2019 - Aug 2020](#)

Loyola University Chicago, Chicago
— BA Journalism
[Aug 2012 - May 2016](#)

Skills

News reporting
Content writing
Copywriting
Editing
Social media
Transcribing
Interviewing
Organic marketing
SEO
Marketo/MailChimp
Wordpress
Adobe Creative Suite
Hootsuite
95+ words per minute

Certifications

Hootsuite Social Marketing
[Jan 2020](#)

I have lived in...

Mumbai, London, New York City, Bangalore, Chicago and Toronto.

Experience

Superhairpieces
Mississauga
Digital Content Specialist
[March 2021 - present](#)

- Produce, write and edit blog content, website, email and social media copy
- Collaborate with marketing and design teams to execute multiple digital campaigns
- Helped create strategy to organically increase YouTube channel's followers by 270%

Humber College
Toronto
Newsletter Writer
[Sept 2020 - Dec 2021](#)

- Produced content on the latest news, events and initiatives for the Humber Global newsletter
- Interviewed various subject matter experts and stakeholders

Self-Employed
Toronto
Freelance Writer
[Aug 2011 - present](#)

- Provide [written content/copy](#) on European football, MMA and more for multiple international clients
- Published on FourFourTwo, Huffington Post UK, Sherdog, Bleacher Report among others

Canada Create
Toronto
Creative Writing Intern
[May 2020 - July 2020](#)

- Wrote SEO content for clients in various industries as well as Canada Create's blog
- Proofread copy and content on client websites
- Managed, updated and customized client websites

IB Times
Bangalore
Sports Correspondent
[Feb 2017 - Dec 2018](#)

- Covered the latest MMA, tennis, European football, boxing, NFL, MLB and NBA news
- Interviewed athletes and personalities for exclusive stories and features

Farm Journal Media
Chicago
Digital Content Intern
[Aug 2016 - Jan 2017](#)

- Adapted print, broadcast TV and radio content for digital platforms
- Produced data visuals to accompany text stories and assisted with building daily newsletters
- Increased site viewership from Reddit by 640% in a four-month period using own social media strategy

FanSided
Chicago
News Desk Writer Intern
[Jan 2015 - April 2015](#)

- Wrote news articles and features on European football, NBA, boxing, technology, entertainment and gaming
- Scheduled content for Fansided's social media pages and planned editorial calendar for the 2014/15 Champions League season