

NEETU TAKROO

Freelance
Creative Writer

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My ability to improvise and desire of creating new things, makes me an ideal applicant that deals with creative content for an organization. I am currently working with different organizations as a freelance Creative writer. I have experience of working with variety of elite and luxury class brands from Lifestyle, Fashion, Travel, Home furniture and furnishings. I also have experience working for Stationery Supplies, Astrology, Yoga, Furniture, Flooring solution, Immigration, HR Services, Banking Software, Interior Designer, Mobile App Developer, IT industry, Hotel Industry, Entertainment Industry, Corporate gifting etc. Apart from the content, I also manage Social media marketing and blog writing for some of these clients.

SPECIALIZATIONS

Content Creation, Social Media Marketing, Layout design for Brochures, Posters, Magazines, Cards etc.

CAREER OBJECTIVE

I am looking to associate with an organization for the position of Creative Consultant (work from home).

I can also work in a profile where I shall be responsible to oversee the creative process and give guidance to the team of creative people that work with me.

I would like to take responsibility for managing & conceptualizing the creative output, and online distribution of the content.

A profile that outlines the ability to determine the best way to represent an idea online and produce high-level concepts for projects, across every digital platform.

MY WORK

Working along with various freelancers as in when required, I have worked independently as well as in collaboration. I work exclusively on high-end projects for eminent clients as well as startups with the same enthusiasm. I also have backup of trusted freelance content writers/bloggers/ digital marketers, available for a variety of domains.

The charges vary extensively between 1/- to 3/- per word, depending on the topic and time required for creating the content. The time estimation of the work is shared on real time basis with the client as per the project. Given below are my latest/ongoing projects:

- Reviews/Blogs for an eminent Indian OTT platform
- Website content for Hotel provider for PAN India Hotel Booking
- Social Media Marketing for a Furniture and Kids bike manufacturer
- Visa Letters for immigration, Project report for students applying for education abroad and Professional Resume for an Immigration Consultant Company based in Brisbane and Hyderabad
- Ongoing blogs for travel, fashion, movies, technology etc.
- Website content and Blogs for a hair tonic company based in USA
- Website content for car tow service provider for a client based in Perth
- Press Release for an opulent Furniture & Furnishing brand
- Press Release for an elite Wooden Flooring Brand based Pan India
- Press release for leading tile-flooring brand based PAN India



Online content of an organization is a reflection of their branding and presence in the market.

80% of people look up online before visiting the business or making a purchasing decision.
Digital marketing currently averages about 30% of total marketing spend.

Neetu Takroo

BPO Professional



PROFESSIONAL SYNOPSIS

- Extensive Business Domain expertise in the Process Training, ISPs, Technology Procurement, Cellular
- Pivotal skills in areas that require customer relationship management from different perspectives including negotiating with Internal/external clients and influencing decision makers.
- Strong leadership skills, Excellent Analytical, Communication and Interpersonal skills are augmented by a proven track in Project Management.
- Proven Track record in Knowledge Management and Transitioning, multi location delivery models

ACADEMIC HISTORY

- Rewarded for sales performance during tenure with Makemytrip.
- Member of Community services with present organization. Team supports an NGO for child education and enhancement.
- Conduct sessions to encourage participants and donation that involves team activities within organization.
- Successful completion of four training batches which includes 28 associates.
- My strength is patience, eye to detail, organized approach and people management.
- Customer appreciation award for 3 consecutive years.
- KT and process migration for two sub processes which involves a team of 10 associates.
- Member of UAT batch for new process application that is used for the approx 60% of the work documentation.
- Trained associates for software usage knowledge ensuring almost no impact and ensure BAU.

CAREER OVERVIEW

Seasoned Business Process Outsourcing (BPO) Professional with expertise that spans multiple Business Domains and Customer Relationship Management. Expertise spans Customer Service Officer, Tele caller and Trainer.

CONTACT INFO

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SKILLS

- Six Sigma certified.
- Lean Certified
- Business Etiquette training and certification.

ACADEMICS

B.A. in 2001

Kurukshetra University, Haryana
Psychology and Political Science

INTERESTS

- Reading Books
- Painting
- Writing
- Photography
- Travelling

JOB TIMELINE

MakeMyTrip

Dec 2012 – Mar 2014

Role: Holiday Expert

[24]7 - DISH (USA)

Jan 2012 – July 2012

Role: Team Member (Customer Support Up selling team)

Prosper Overseas

Apr 2011 – Jan 2012

Role: Counselor

Ormita India Pvt. Ltd.

Jun 2010– Mar 2011

Role: Broker

BA Continuum Solutions Bank of America

Jun 2006 – May 2010

Role: Senior Team Member

Managed Procurement and Deliveries of Multiple processes including Technology Needs

Wipro BPO

Dec'04 – Dec'05

Role: Telecaller

Bharti Cellular Ltd.

Feb'03 – Dec'04

Role: Customer Care Officer (Billing Disputes)