



Vijay Mehra

Date of birth: 15 Sep 1996 | **Nationality:** Indian | **Gender:** Male |

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● ABOUT ME

Passionate and skilled content writer and Statement of Purpose (SOP) expert with a proven track record of crafting compelling and impactful written pieces. With several years of experience in the field, I excel in creating engaging and informative content across diverse industries. My expertise lies in translating complex ideas into clear and accessible language, ensuring that my work resonates with the target audience. Whether it's crafting captivating articles, blog posts, or developing persuasive SOPs for academic and professional pursuits, I bring creativity, precision, and a keen eye for detail to every project. Let me help you articulate your ideas and stories effectively through the power of words.

● EDUCATION AND TRAINING

APR 2011 – MAR 2012 Ambala, India

SECONDARY Central Board of Secondary Education

Field of study English, Hindi, Maths, Science, Social Science | **Final grade** 66.5%

APR 2013 – MAR 2014 Ambala, India

SENIOR SECONDARY Central Board of Secondary Education

Field of study Non Medical | **Final grade** 65.6%

JUL 2016 – JUN 2019 Rajpura, Punjab, India

GRADUATION Chitkara University

Field of study Hospitality Administration | **Final grade** 73.9%

● WORK EXPERIENCE

31 JAN 2022 – 24 APR 2022 Mohali, India

CSA TELEPERFORMANCE

In my role as a Customer Service Associate (CSA), I take pride in being the front line of communication between the company and its valued customers. My primary responsibility is to ensure a positive and seamless customer experience by addressing inquiries, resolving issues, and providing accurate information. I am adept at utilizing various communication channels, including phone, email, and live chat, to assist customers in a prompt and professional manner. Additionally, I actively engage in problem-solving, striving to exceed customer expectations and promote satisfaction. Maintaining a thorough understanding of our products and services, I am equipped to educate customers and guide them through any challenges they may encounter. Through effective communication and a customer-centric approach, I contribute to fostering long-lasting relationships and enhancing the overall reputation of the company.

Business or Sector Other service activities

11 JUL 2022 – 25 NOV 2022 Mohali, India

CONTENT WRITER A DIGITAL BLOGGER

In my role as a Content Writer, I thrive on transforming ideas into engaging written content. My primary responsibility is to conduct thorough research, ensuring that the information presented is accurate and up-to-date. I have a keen understanding of target audiences and tailor my writing style to captivate and resonate with them. From blog posts and articles to social media captions, I bring creativity to every piece while maintaining a strategic focus on the client's objectives. Editing and proofreading are integral aspects of my work, guaranteeing a polished and error-free final product. Additionally, I collaborate closely with clients to grasp their unique voice and preferences, ensuring that my content aligns seamlessly with their brand identity. Constantly adapting to evolving trends and SEO best practices, I strive to produce content that not only informs but also leaves a lasting impact on the audience.

Business or Sector Financial and insurance activities

28 DEC 2022 – 16 JAN 2024 Chandigarh, India

CONTENT AND SOP WRITER SUNLAND EDUCATION AND IMMIGRATION CONSULTANT

In my role as a Content and SOP Writer, my primary responsibility is to transform ideas and concepts into compelling and coherent written content. I thrive on the creative process, conducting thorough research to produce high-quality articles, blog posts, and other written materials tailored to the specific needs and interests of the target audience. As an SOP writer, I specialize in crafting persuasive and authentic Statements of Purpose that effectively showcase an individual's unique qualities and aspirations. My role involves collaborating closely with clients to understand their objectives and then translating those insights into articulate, impactful narratives. I take pride in my ability to distill complex information into clear and engaging prose, ensuring that each piece of writing not only meets but exceeds the expectations of the audience. Constantly refining my writing skills and staying abreast of industry trends, I am committed to delivering content that resonates and leaves a lasting impression.

Business or Sector Education

22 JAN 2024 – CURRENT Chandigarh, India

HEAD CONTENT AND SOP WRITER BOSS INTERNATIONAL STUDIES

In my role as Head Content and SOP Writer, I undertake a multifaceted responsibility of leading and executing content creation strategies that resonate with diverse audiences. My primary duty involves conceptualizing, planning, and producing high-quality written materials, ensuring they align with the organization's objectives and client needs. I am dedicated to maintaining a cohesive and engaging brand voice across various platforms, be it website content, blog posts, or social media. As an SOP writer, I specialize in crafting compelling narratives that highlight an individual's unique strengths, aspirations, and experiences, tailoring each document to meet specific academic or professional requirements. My responsibilities extend to conducting thorough research, staying abreast of industry trends, and collaborating with cross-functional teams to deliver content that not only informs but also captivates and persuades. Through my role, I contribute to enhancing brand visibility, building credibility, and helping individuals articulate their stories effectively.

Business or Sector Education

● **DIGITAL SKILLS**

Phone, email and chat communication skills | Artificial Intelligence in Business | Social Media including Facebook, WhatsApp and Twitter | Digital Content Creation - Level 4 | Research and analytical skills | Organizational and planning skills | Good Communication and Writing Skills

● **ADDITIONAL INFORMATION**

HOBBIES AND INTERESTS

I would like spent my time in 1. Reading:

As an avid reader, I find solace in the enchanting world of literature. Whether diving into a classic novel, exploring the latest non-fiction bestseller, or immersing myself in thought-provoking articles, reading is not just a hobby but a gateway to diverse perspectives. It's a journey where imagination knows no bounds, and every page turned opens new horizons of knowledge and creativity.

2. Travelling:

The allure of exploring new cultures and landscapes fuels my passion for travel. Roaming through vibrant markets, savoring local cuisines, and engaging with diverse communities broaden my understanding of the world. From bustling metropolises to serene natural wonders, each destination unveils a unique tapestry of experiences that enrich my life and shape my worldview.

3. Shooting:

The precision and discipline required in shooting sports captivate me. Whether it's honing my skills on the target range or participating in friendly competitions, shooting offers a unique blend of focus, control, and camaraderie. Beyond the technical aspects, it provides a platform to challenge oneself and appreciate the artistry of marksmanship.

4. Watching Movies:

Movies, for me, are not just a form of entertainment but a captivating art form. From timeless classics to cutting-edge cinema, I appreciate the storytelling prowess that transcends cultural and linguistic boundaries. Whether it's unraveling intricate plots, marveling at cinematography, or simply enjoying a good laugh, the world of movies serves as a constant source of inspiration and escape.

5. Cooking:

Delving into the culinary realm is a sensory journey that I thoroughly enjoy. Experimenting with flavors, crafting new recipes, and embracing various cooking techniques allow me to express creativity in the kitchen. Beyond the delicious end result, cooking serves as a therapeutic outlet, bringing joy to both the chef and those fortunate enough to savor the delectable creations.

I am enthusiastic about leveraging my diverse skills and experiences to contribute effectively in a dynamic work environment. Eager to bring my passion, dedication, and innovative mindset to make a positive impact in my next professional endeavor.

Ambala , 1 Mar 2024