

Gulraj Bedi

Content Lead

 gulrajbedi@gmail.com

 08377841612

 New Delhi

 24/03/1994

EDUCATION

BA (Mass Communication) 2012–2015,
Jagannath International Management
School, Vasant Kunj (GGSIPU)
2012 – 2015

Postgraduate Diploma in Advertising &
Public Relations,
Indian Institute of Mass Communication
2015 – 2016 | Hauz Khas

MA (Mass Communication),
Guru Jambheshwar University
2017 | Hisar

National Eligibility Test (NET)
2018 | New Delhi

SKILLS

Copywriting	● ● ● ● ●
Storytelling	● ● ● ● ●
Blog Creation	● ● ● ● ●
Website content	● ● ● ● ●
Ideation	● ● ● ● ●
Social Media Content	● ● ● ● ●
Fiction Writing (Books)	● ● ● ● ●
Proofreading	● ● ● ● ●
Script Writing (video)	● ● ● ● ●

LANGUAGES

English	● ● ● ● ●
Hindi	● ● ● ● ●

LINKEDIN

Gulraj Bedi 

PORTFOLIO

Kontent Krayon 

SUMMARY

With over nine years of experience in copywriting, I create content that connects, including blogs, articles, ad copies, and scripts. My work blends strategic thinking with engaging storytelling to deliver meaningful brand communication. Additionally, a strong background in PR helps me build lasting connections between brands and their audiences.

WORK EXPERIENCE

Content Lead, Uncle Delivery
01/04/2024 – Present | Gurugram

Key Responsibilities

- Responsible for overseeing the development and execution of comprehensive content strategies, ensuring alignment with business objectives, brand voice, and target audience personas
- Accountable for managing content calendars and coordinating with cross-functional teams, including design, SEO, and product marketing to ensure timely delivery and campaign alignment
- To oversee the complete content creation lifecycle across web, email, blogs, and social media, ensuring editorial consistency and high-quality standards
- Delivering engaging, platform-tailored content that drives brand visibility, audience interaction, and lead generation
- Conceptualised and scripted videos that strengthened brand storytelling and enhanced audience engagement.

Senior Manager (Content), Dynamic Square, MPG Group
16/01/2023 – 15/10/2023 | Gurugram

Key Responsibilities

- Developed blog posts, case studies, and long-form articles tailored for Microsoft Dynamics 365, integrating SEO and content marketing best practices
- Created email campaigns, social media strategies, and platform-specific content to enhance brand awareness and drive user engagement for Microsoft Dynamics 365
- Focused on producing audience-centric content that was informative, engaging, and aligned with user intent and business goals
- Led and managed a 4-member content team, overseeing content planning, quality assurance, and timely delivery

Content Creator/Copywriter, Korra Worldwide Advertising
03/02/2020 – 15/01/2023 | Gurugram

Key Responsibilities

- Created compelling content for clients including Dish TV, Lakanto, Chokola, Sofy, SmokeLab Vodka, and Oyo Rooms
- Managed online reputation through ORM articles (Oyo Rooms).
- Developed product reviews, blog posts, articles, and Quora answers to drive engagement
- Optimized website content with enticing meta descriptions for better visibility
- Collaborated with a diverse clientele, gaining cross-industry insights and experience

Content Strategist, Digital Web Solutions
04/02/2019 – 31/01/2020

PUBLICATIONS

Letters to Zebunnisa, Notion Press ↗
01/03/2024
Poetry Compilation

INTERNSHIPS

The Economic Times
2015 | Noida

Delhi Metro Rail Corporation
2014 | New Delhi

Key Responsibilities

- Created and implemented content strategies to enhance brand visibility and engagement
- Collaborated with design and SEO teams to produce high-quality, optimized content
- Managed editorial calendars to ensure timely content delivery and publication
- Produced compelling blog posts, webpages (copy), and social media content
- Worked closely with clients to develop content solutions tailored to their needs
- Clients handled were Church Equestrian, TicFlip, White Label Hospitality

Senior Content Writer, Suntec India

15/12/2017 – 31/01/2019 | New Delhi

Key Responsibilities

- Created diverse forms of content including blog posts, articles, meta descriptions, product descriptions, case studies, and tutorials
- Transcribed medical records for the Sports Injuries Clinic (US), ensuring accuracy and confidentiality
- Managed content requirements for clients such as Ian Blogs, Marty Fish, Home Cinema Centre, and Knife Country

Account Executive, Edelman India

01/05/2016 – 19/09/2017

Key Responsibilities

- Produced press releases, articles, blogs, newsletters, and other PR materials as part of Edelman's communications team
- Compiled and delivered daily media coverage reports for clients including Truecaller and AMD, providing real-time insights into brand visibility
- Distributed press releases and coordinated follow-up with journalists to secure media placements and nurture strong media relationships

DECLARATION

I hereby declare that all the information provided above is true and correct to the best of my knowledge and belief.