



RIYA GAUR

Content Strategist & Writer

www.mayriya.com

MORE ABOUT ME

As a writer, I turn the uninteresting and complex information into engaging and influential content. As a Content Strategist, I develop result-oriented content strategy across a project's life cycle that bridges the gap between objectives and achievements. Together, I offer a comprehensive content marketing package.

PROFESSIONAL SKILLS

- Content Strategy & Development
 - Marketing Content Creation
 - Creative Writing
 - Business Storytelling
 - Technical Writing

LET'S CONNECT!

Number: +91 9900299588
Email: contactme@mayriya.com
mayriya1308@gmail.com
Website: www.mayriya.com
Address: 103, Lahari Heights,
Electronic City-1,
Bangalore, Karnataka (560100).

PERSONAL INTERESTS

Reading
Traveling
Cooking
Listening to Music

EDUCATION

B.Tech Electronics and Communication
Invertis Institute of Engineering & Technology
2008-2012
Bareilly, U.P.

WORK EXPERIENCE

Freelancer: From May 2015-Present

- Founded Mayriya in June 2019.
- Presently working on 4 projects simultaneously for organizations belonging to Travel and Hospitality Sector, IT Sector, Geo-Locational Marketing, and Maritime.
- Develop content strategy and regularly monitor and analyze the content and market trends so as to develop campaigns and strategies to achieve desired goal in a given timeframe.
- Create content in various formats to be published and promoted on different channels and platforms so as to increase the brand value of clients and organization.
- Have successfully completed 50+ projects in the span of 4.5 years that included creation of website content, business & corporate stories, digital marketing content, social media content, product reviews & descriptions, technical & academic content and ghostwriting blogs, articles, columns and features.

Content Writer: Inflexi Technologies, Bhubaneshwar February 2017- February 2018

- Created and edited SEO, website and marketing content for company's clients.
- Worked closely with the SEO team to produce website content for the Education, Health and IT sectors inclusive of meta tags, title tags and header tags.
- Coordinated with the Corporate Communication and Marketing team to set long-term strategies for effective content creation.
- Ensured continuous updating of collateral in line with the brand essence, market demand and client requirements.

GUEST POSTS & OTHER PUBLISHED WORKS

- [Cost Effective Travel Mantra for Couples Visiting Gangtok](#)- Travel Blog.
- [The Birth on The Kitchen Vent](#) (Poetry) Featured at Women's Web.
- [The Unborns](#) (Poetry) Published at Women's Web.
- Regular Contributor, Active Member Community Owner of Freelancer's Digest at Sheroes Online Women's Community.

3- STEP WORK FLOW

I-P-C

Interaction

Right from understanding the requirements of the project to sharing the ideas, vision and expectations, Interaction helps in building a strong relationship between us.

Project Creation and Delivery

The second but crucial step forward is developing a workable and result-oriented project and its successful delivery. This is where we create and implement our ideas to achieve favorable results.

Continuous Support and Progression

Last but not the least, the third step in the work flow is offering an uninterrupted and exceptional support. Also, this the step where we work towards progression of the project as per the evolving market and technological trends.

FEW WORDS OF APPRECIATION

"Riya is an amazing content-writing professional with sound knowledge in varied domains. She is a fast-learner, sharp and loves challenges. Her ability to pick-up new domains is appreciable. She is a well-rounded business person who is always willing to go the extra mile to deliver effectively for her clients. She is good at building business strategies which are designed to make improvements both short-term and long. She has the ability to work independently and is punctual. I am sure she is capable to succeed in any work environment. Working directly with Riya on multiple projects including content writing, viewership models, building business strategy."

Baibhav Mishra
Associate Editor,
Sea News, London
baibhav.mishra@seanews.co.uk

"Excellent freelancer!! Perfect communication and work quality!! Will definitely work again with her!!"

Robert S.
WebOrigin

Riya is the best! There is no other substitute to her. I am quite impressed by her work. She has been working with us as a freelance content writer since last 2 years and has been very professional and understands our project requirement completely. Responds asap and very helpful in pitching and delivering content on time.

Highly recommended!!!

Surendra Muduli
CEO, Aspire Ideas Software Solutions Pvt. Ltd

A Message From My Desk

WHO DO YOU SEEK?

Content is King!

This was among the first few things that I learned when I began my journey as a content writer back in 2015. However today, I have a completely different take on it. I no longer see content as a King or a Queen or any other Reigning Monarch.

Does that mean I am weighing down the significance of content? The answer is NO.

It's just the perspective that has shifted. Today I look upon

Content as a Leader.

A Leader who leads businesses as well as personal lives by influence, something which I felt lacked in the King Content.

The Leader Content encourages voluntary acts, empowers people & businesses to find security, stability and maybe finally achieve success because of their own attributes. Plus, as a leader, I find content to be more inclusive as it focuses on bridging gaps and building communities rather than just competing.

Another trait of Leader Content that appeals to me is that it's more about Integrity than Authority- an element that cannot be bargained for or compromised on.

This is what I believe in and aspire for. Not just as a content strategist & writer but also as an avid reader and consumer of content.

Now, the question is for you. Who do you seek, King Content or Leader Content?

If the answer is Leader, let's collaborate!

***Yours,
Riya Gaur
Content Strategist & Writer***

www.mayriya.com
contactme@mayriya.com
+91 9900299588