
Prakarti Kanojia

D-34, Hauz Khas
New Delhi-110016
(+91) 9650269988
prakritikanojia17@gmail.com

EXPERIENCE

Vaco Binary Semantics LLP on-site Google, Gurugram - *Subject Matter Expert*

11.12.2017 - PRESENT

- Trained team to curate pivots for high-impact topics as well as breaking news stories for SERP for different geolocations - US, UK and India
- Collaborated with Leads as a part of pilot team to expand HotEvents in India and coached agents to use digital tools while curating summaries for Google Assistant
- Created factually correct labels on Google Console to represent top trending news stories for Google News, SERP, Assistant and Feeds
- Monitored and handled team to enhance quality of trending news stories by implementing internal review system
- Maintained QA standards by streamlining auditing process for breaking news stories
- Remained on call and supported leads during escalations in a bit to facilitate communication with team and stakeholders

DigiVersal Consultants, Noida - *Executive Content Writer*

02.08.2017 - 01.10.2017

- Created content for Edtech startup using SEO techniques to provide solutions to customers and help them appear in the SERP, Organic and Paid listings
- Provided solutions to customers through digital marketing tools as well as SEM

One World News, Delhi - *Editorial Intern*

01.09.2016 - 31.12.2016

- Created factually correct headlines for top trending stories to be published on the website
- Increase traffic on One World News website by implementing SEO/SEM strategies as well as social media and email marketing

CellSytes Solutions, Delhi - *Content Writer Intern*

01.10.2016 - 10.11.2016

- Created content for the company to increase its social media presence

One World News, Delhi - *Editorial Intern*

24.05.2016 - 24.07.2016

- Learned the nuances of simple writing to present news worthy stories in short and crisp sentences
- Developed an understanding to rate trending stories as per traffic on the website

EDUCATION

- **Gargi College, Delhi University** - BA (Hons) English
June 2014-July 2017
- **St. Anthony Sr. Sec. School, Delhi** - 12th
April 2013-May 2014
- **St. Anthony Sr. Sec. School, Delhi** - 10th
April 2011-May 2012

AWARDS

- Most Consistent Performer Award Q3, 2018
- Appreciated for leading team at HotEvents during the US Presidential elections, 2020
- Completed 'Fundamentals of Digital Marketing' certification course by Google