**Shaista Singh**

shaista2709@gmail.com | +1 857 298 8318 | shaistasingh.com

**Professional Summary**

I’m a digital storyteller, and have been learning, writing, curating and creating with established and early-stage teams, building strong editorials and social media communities.  
  
My writing mantra? Find the story, live it, and spill it with flair.

As an experienced content and social media writer, I help digital brands create engaging content for a variety of consciously curated products & social media communities. A mindful social media consumer, I believe in writing meaningful content that ‘suggests’ rather than ‘sells’. Currently, I am freelancing, and admiring the intersection of the digital writing space with AI creative tools. When not working, I find myself scrolling through the good nooks of the internet or rearranging furniture in our home in Boston.

**Experience**

**Head of Content & Editorial,** *GoodGuilt, Affinity Global Inc., Mumbai*April 2021 – January 2023

* Conceptualized & implemented content strategy for [goodguilt.com](http://goodguilt.com), an online sustainable blog aimed at the US market
* Managed project timelines and roadmap with web designers, content & social media team to successfully launch the website within three months
* Handled tasks such as editing, writing, revising with freelance writers, video editors to publish guides, product reviews, and recommendations
* Crafted social media content & engaging captions for community on Instagram & Pinterest & scaled engagement on Instagram, Twitter, Reddit
* Designed advertising content for social media marketing campaigns creating affiliate content for brands like Etsy, Amazon, Sephora, Target, Walmart etc.

**Content and Social Media Manager,** *Munchable, Affinity Global Inc., Mumbai*January 2020 – April 2021

* Edited & wrote SEO friendly long-form content for Munchable.com, an online entertainment and shopping platform for the US market
* Wrote compelling video scripts for product reviews, lifestyle recommendations for Instagram
* Collaborated on the digital engagement strategy and execution bringing in about 500,000 organic pageviews and 75k+ followers on Facebook page
* Brainstormed content ideas, highly useful product recommendation listicles, and videos kickstarting $500 MRR through affiliates

**Social Media & Community Manager***, HaikuJAM*, Mumbai  
Aug 19 – Jan 20

* Managed online and offline social media events for a community of 1M+ people on [HaikuJAM](https://www.instagram.com/haikujam/) – a poetry writing app that helped boost mental well-being
* Led social media strategy and campaigns across Instagram, Facebook, Twitter and LinkedIn, growing engagement and followers to 60k +
* Launched brand partnerships with Penguin India, FILA, Speaking Souls and more – who sponsored in-app competitions and facilitated in-person workshops at HaikuJAM cottage in India
* Collaborated with product, engineering and data science teams to improve in-app experience for the community

**Content & Social Media Consultant***, GoodMarket,* London  
Apr 19 – Jun 19

* Collaborated with the founder & content team for [Tangent Co](https://tangent.co/), for the pre-launch of GoodMarket, a plant-based brand discovery micro blog on Instagram
* Worked on the content strategy and social media roadmap onboarding 500 organic community members on IG with brand mentions, UGC etc.

**Freelance Author,** *Bright Side, The Soul Publishing,*London   
Aug 18 – Jun 19

* Curated & wrote 50+ highly engaging articles for the website, on pop culture & lifestyle, bringing 200K+ pageviews and 10K+ likes on social media
* Wrote social media copy for features articles on Facebook

**Content and Social Media Writer,** *BookMyShow,* Mumbai  
Nov 16 – Apr 18

* Created original written and video content for [BookMyShow](https://in.bookmyshow.com/aboutus), India’s top online ticketing platform for movies, concerts & live events
* Drove growth of sister page, DailySocial to 100K+ followers on Facebook
* Wrote 1000+ long-form articles that garnered 500K+ organic page views covering events like Coldplay, and Justin Bieber in India
* Managed monthly content calendar writing social media copies, stories & written interviews on Twitter, Facebook & Instagram

**Education**

Bachelors in Technology, Electronics & Communication Engineering, Guru Nanak Dev University, IndiaSep’10 – Jun’14