

A portrait of a woman with dark, wavy hair, looking slightly to the left. She is wearing a dark top. The background is dark with some vertical lines.

# Mrigaya Dham

A large orange circular graphic in the top left corner.A white and pink circular graphic in the bottom left corner.

Freelance Journalist, Editor, PR and Communications Manager  
at TwoFour54 , Abu Dhabi media zone.



**Distinction holder in MA Marketing Communications**  
**University of Westminster, London**

## **5 years of writing experience**

I have over 5 years of experience in creating content for clients in the United Arab Emirates, the United Kingdom and India. I have rich writing experience and have been writing for leading national newspapers, PR agencies, governments, and numerous major clients worldwide.

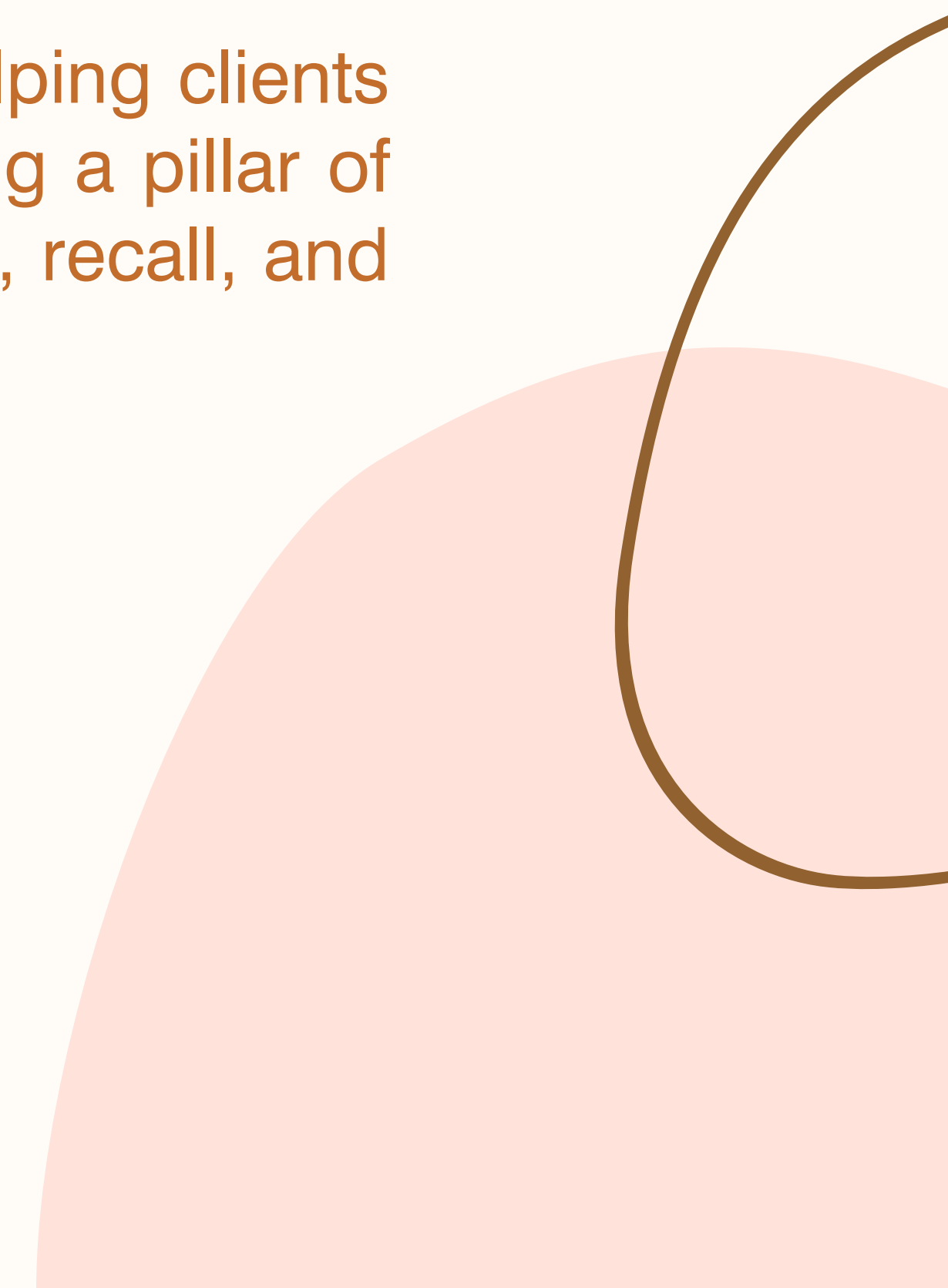
## **Word-smithery that makes a difference**

My goal is to give my clients content that resonates with their readers. Yes, writing for bots is important but at the end of the day we are writing for readers and the content should convey what the brand intends to.



## **Content that converts**

For every brand, content serves a particular purpose. My speciality is helping clients create the ideal copy that fulfils the purpose and gets them results. Being a pillar of marketing, good content can do wonders in increasing brand awareness, recall, and converting leads into customers.



## **Personal background**

### **Born and Brought up in New Delhi, a reader since I was 3**

I come from a family of journalists, writers, readers, artists, and dreamers. Being a reader since I was 3 years old, I always found my nose buried in books. In High School, I wanted to pursue business and studied commerce with mathematics, getting a distinction in the same year I read over 100 books.

### **Pursued Journalism and Mass Communication, worked with the leading national daily newspaper of India- The Hindu**

Being an avid reader led to my passion for writing. As a people person, I love interacting with individuals and understanding their stories. While pursuing BA(JMC) from Delhi, I worked with The Hindu where I interviewed notable personalities including Bollywood actors, singers, environmentalists, CEOs, and more.



## **Personal background**

### **Moved to London to pursue MA in Marketing Communications from University of Westminster**

Having freelanced and interned with at least 30 companies throughout my bachelors degree, I decided to combine my interest in communications and business by pursuing MA in Marketing Communications from the University of Westminster, London. Simultaneously, I worked with Decimal Factor as their PR and Communications Executive for a year.

### **Moved to UAE to become a leading writer and establish myself as a freelancer**

I witnessed UAE's stellar way of combatting Covid-19 and realised this is the place for me. Since I moved here in January 2021, I have had numerous opportunities strike up in the field of content, especially as I have been remotely providing work to numerous clients for the last five years. Being a free-spirited person, I believe my creativity is at its best when I'm working from different cafes and offices.

I like the challenge that accompanies every new project from different industries and having worked with some brilliant minds in UAE, I am certain that it is my time to make the most of my skill and enhance myself, and UAE's editorial strength with my talent.

# Professional background

## Education

- University of Westminster, London, UK  
MA in Marketing & Communications (2019-2020)- Distinction
- Institute of Data and Marketing (IDM), London, UK  
Certificate in Digital Marketing (2020)
- Institute of Practitioners in Advertising (IPA), London, UK  
Foundation Certificate (2020)
- Guru Gobind Singh Indraprastha University, New Delhi, India  
BA in Journalism and Mass Communication (2016-2019)  
CGPA 8.5/10
- Montfort Senior Secondary School, New Delhi, India AISSE  
(Class XII) (2015-2016) Commerce with Mathematics  
CGPA 9.3/10



## **Professional background**

### **Skills**

- Excellent written and verbal communication in both B2B and B2C digital and print landscape
- Writing interview-based journalistic profile articles
- Writing thought-leadership articles to demonstrate expertise and credibility of enterprise or thought leaders
- Content writing, media writing, SEO writing, website content creation, E-commerce writing
- Content Management System-Content updation on websites and social media through CMS
- Social Media-LinkedIn, Twitter, Instagram, Facebook

## Experience

- National Network Communication (NNC), Sharjah, UAE  
November 2021 : Editorial Writer (Contract)

Conducting interviews, covering events, drafting press releases, and creating feature articles for the largest book fair in the world - Sharjah International Book Fair, published in Khaleej Times, Gulf News, Gulf Today, and other publications. <https://nncpr.com/>

- ASDA'A BCW, Dubai, UAE  
September - October 2021 : Editorial Consultant (Contract)

Covering events, conducting interviews, drafting press releases, and creating feature articles and editing content across communication channels for the Abu Dhabi Department of Culture and Tourism (DCT Abu Dhabi). Writing and editing press releases, newsletters, speeches, media comments, features, op-eds, internal communications, website content, blogs, thought leadership, messaging strategy and much more in the Communications & Public Relations spectrum. Planning and delivering editorial calendars. Driving in-depth research to support PR strategies. <https://asdaa-bcw.com/en/>



# Experience

- ITP Media Group, Dubai, UAE  
June - July 2021 : Assistant Editor (Contract)  
Researching and writing technical news related to AI, Cryptocurrency, Blockchain, Security, IoT, Infrastructure, Software, Business and Emergent Technology. Drafting, formatting and publishing the articles using CMS onto [www.itp.net](http://www.itp.net)
- Decimal Factor, London, UK  
2019 : Communication and PR Executive  
Website and social media content, newsletter and blog writing. <https://decimalfactor.com/Blog/>
- Kaleidoscope Adverting LLC, Dubai, UAE  
January 2017 - December 2019 : Content and Communication Executive  
Web content, blogs and social media content. <https://www.kaleidoscopedubai/Blog>
- The Hindu Newspaper, New Delhi, India  
2019 : Communication and PR Executive  
Feature writing for a national newspaper of India.



# My Work



Researching and writing news related to Technology, Infrastructure, Security, Software, Business and Emergent Technology. Drafting, formatting and publishing the articles using CMS onto [www.itp.net](http://www.itp.net). Sharing the news on ITP.net's social media handles. Facebook, Instagram, LinkedIn, and Twitter.

### Assitant Editor

- Technical Writing
- News Research
- Editing
- CMS



ITP.net


Events ▾ Gitex ▾ Infrastructure ▾ Security ▾ Software ▾ Business ▾ Emergent Tech ▾ Resource ▾

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### MWC 2021: Industry experts emphasise the role of tech in climate action push

Technology is assisting in boosting agriculture efficiency by providing data on waste management, resource consumption and air quality

By Mriqaya Dharm, Freelance Contributor / 13 Jul 2021 / SHARE Instagram Twitter Facebook LinkedIn



Industry experts emphasised the importance of digital technology in tackling numerous challenges related to climate change. They discussed connectivity, IoT, and big data as driving forces behind the current global efforts to tackle climate change.




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### US lawmakers introduce five bills to target Big Tech

Bills introduced to curb the power held by big tech companies after a 16-month investigation into their powers

By Mriqaya Dharm, Freelance Contributor / 13 Jun 2021 / SHARE Instagram Twitter Facebook LinkedIn




Amazon, Apple, Facebook, and Google– the giant techs of silicon valley will have their powers limited due to bills introduced by US lawmakers.

**ALSO READ:** Google Chrome issues warning to 2 billion users


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### BerghWing - New training device to revolutionise sport

Dubai-based falconer creates new training device for falcons

By Mriqaya Dharm, Freelance Contributor / 09 Jun 2021 / SHARE Instagram Twitter Facebook LinkedIn




With an increase in online gaming during the last lockdown, The Middle East saw gamers surpass the 100 million mark. Irrespective of how much popularity online gaming has garnered, Emiratis are always going to enjoy outdoor sports.



Upgrade Your Backup Solution to Meet Modern Backup Challenges

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### Phantom Edge keeps a check on power consumption in factories

Phantom Edge collects and reports information on the entire consumption of energy

By Mriqaya Dharm, Freelance Contributor / 09 Jun 2021 / SHARE Instagram Twitter Facebook LinkedIn




With rising cases of depletion of natural and essential resources on a global scale, smart tech is being used across the UAE to provide smart solutions for responsible consumption.



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MOST POPULAR







Client : Department of Culture and Tourism Abu Dhabi (DCT)

Creating and editing content across communication channels for the Abu Dhabi Department of Culture and Tourism (DCT Abu Dhabi). Writing and editing press releases, newsletters, speeches, media comments, features, op-eds, internal communications, website content, blogs, thought leadership, messaging strategy and much more in the Communications and Public Relations spectrum. Planning and delivering editorial calendars. Driving in-depth research to support PR strategies.

Editorial Consultant



Press Releases ■ Newsletters ■ Speeches ■ Media Comments  
Feature Articles ■ OP-EDS ■ Internal Communications  
Messaging Strategy ■ Content ■ Calendars Editing ■ Scripts

## Press Release



### Department of Culture and Tourism - Abu Dhabi awards the Golden Visa to Global Pop Sensation ‘Now United’

*Abu Dhabi is emerging as the preferred global destination for international artistic talent*

**Abu Dhabi, UAE, XX October 2021:** The Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi) has awarded the esteemed Golden Visa, facilitated by the Abu Dhabi Residence Office (ADRO) and Twofour54, to Now United, an international global pop music group of 18 members from 18 different countries.

## Q&A Interview



**Publication:** [Investment Monitor](#)

**Background info about the publication:** Powered by data and created by top business editors, journalists and data scientists, Investment Monitor examines the corporate dynamics shaping the investment landscape.

**Journalist:** Eleanor Slinger, Regional Director, New Statesman Media Group Limited

**Type of Interview:** Q&A interview

**Preliminary Title:** What does responsible tourism really mean in 2021?

**Synopsis:** *A look at the latest trends in responsible tourism, especially for foreign investors (companies). How is the DCT Abu Dhabi helping to boost the attractiveness of Abu Dhabi as a destination and an FDI opportunity?*

**DCT Spokesperson:** Ali Hassan Al Shaiba, Executive Director of Tourism and Marketing, DCT Abu Dhabi

## Feature Article



### Abu Dhabi aims to establish itself as a leading international MICE destination

*Abu Dhabi Convention Bureau aims to champion Abu Dhabi as the hub for business events*

The MICE industry in Abu Dhabi, the capital of the United Arab Emirates (UAE) has grown significantly over the past decade, which reinforces business events' catalytic effect on trade and knowledge exchange. Mubarak Al Shamisi, Director at Abu Dhabi Convention and Exhibition Bureau (ADCEB) elaborates on the factors that had helped develop the sector in the emirate.

The MICE industry is witnessing rapid growth, especially with the Emirate's skilled navigation of the pandemic. Abu Dhabi's recent decision to welcome all vaccinated tourists and residents from all countries worldwide and unvaccinated visitors from 'Green List' countries with no quarantine measures will further accelerate the growth.

# Media Comment

## Newsletter



! The world’s premier mixed martial arts organisation and the Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi) today announced that UFC would return to the UAE capital for a series of thrilling fan events head-lined by UFC 267 on Saturday, October 30.!

! The return of Abu Dhabi Showdown Week, a series of events set to run alongside UFC 267, will feature city-wide activations including, fan events, fitness showcases and much more. Fans are encouraged to register their inter-est in UFC 267 and the surrounding fan events to be the first to find out about tickets going on sale, event news, and to receive special offers.!



Media comment  
Arabian Business  
HE Ali Hassan Al Shaiba  
Executive Director of Tourism and Marketing at DCT Abu Dhabi

Abu Dhabi’s exemplary approach to the pandemic has ensured a low rate of positive cas-es alongside one of the lowest mortality rates per capita globally, resulting in it being once again ranked as the safest city in the world for its quick and efficient response to Covid-19.

Following a collaborative approach that entailed working with authorities and stake-holders, Abu Dhabi took numerous steps to curtail the spread of Covid-19, focusing on the well-being of its residents. Due to Abu Dhabi’s quick and carefully planned response to the pandemic, it succeeded in prioritising the health and safety of its citizens while encouraging a competitive, open economy. As a result of this robust effort, within a

## Media Invite



To: Talek Harris  
Agence France-Presse (AFP)

On behalf of the Department of Culture and Tourism - Abu Dhabi (DCT Abu Dhabi), we are pleased to invite you for a two-day trip to Abu Dhabi that will entail visiting a number of the emirate’s key cultural and tourist attractions, in addition to attending some exciting events organised by DCT Abu Dhabi. The trip is scheduled for October 26 and 27, 2021.

- The invite covers:
- transportation back and forth to Dubai
  - accommodation in a five-star hotel, including breakfast
  - sightseeing of various tourist attractions (to be agreed upon)
  - entry tickets to tourist places



# Abu Dhabi Guide



**Abu Dhabi. Your extraordinary story**  
With three diverse destinations in just one Emirate, Abu Dhabi is a truly extraordinary destination where respect for the past informs the present and shapes the future. This is a diverse emirate with desertscapes, oases, mountain heights, fabulous beaches, warm, clear waters, desert islands, an ancient heritage city and a modern, cosmopolitan capital city. It's a destination of historic buildings, thrilling headline attractions, engaging tours and a packed calendar of headline events covering the arts, culture, sports, concerts and trade shows. An extraordinary destination that will exceed your aspirations and deliver more than your expectations, so where will you start your remarkable Abu Dhabi story?

# Talking Points



**Talking Points**  
**H.E. Ali Hassan Al Shaiba**  
**Executive Director of the Tourism and Marketing at DCT Abu Dhabi**  
**Strategic meetings with media outlets**

***Introduction about the meeting:**  
it is a friendly conversation about one of the topics covered by the traditional or on-line media. A special topic will be selected for each meeting to build rapport with media representatives and create a friendly atmosphere. The topic should be recent and of common interest.*

- 1. Importance of media partnership**
  - It is a pleasure meeting you. The meeting's main objective is to exchange ideas and insights on strengthening ties and enhancing our partnership with your es-

# Strategy



## Abu Dhabi Calendar - Conceptual Plan

- Communication and Promotional Activities
- Idea 1:** Lighting up Abu Dhabi's landmarks and tourist attractions with the Abu Dhabi Calendar logo & QR Code. We may expand the remit to include attractions across other emirates, such as Burj Khalifa.
- Idea 2:** Create a hamper box for media and influencers that creatively showcases the events in the emirate. The package may include tickets to some consumer events that media representatives would like to attend with their families.



Client : Sharjah International Book Fair (SIBF)

Conducting interviews, covering events, drafting press releases, and creating feature articles for the largest book fair in the world - Sharjah International Book Fair. Creating newsworthy press releases and features that were published in Khaleej Times, Gulf News, Gulf Today, and other publications.

Editorial Writer

■ Technical Writing ■ News Research ■ Editing ■ CMS



# Khaleej Times

Monday, Dec 06, 2021 | Jumada Al-Ula 2, 1443 | 08:53:45 Fajr 5:29

266,398,960  
Confirmed Covid-19 cases

[Expo 2020](#) | [Covid-19](#) | [UAE](#) | [World](#) | [Opinion](#) | [Business](#) | [Sports](#) | [Entertainment](#) | [Food](#) | [Lifestyle](#) | [Gold/Forex](#) | [Supplements](#) | [KT Engage](#) | [Prayer Timings](#) | [Cinema Listings](#)

## Print or e-books: Readers say nothing beats the feeling of flipping pages

Most of the visitors at the Sharjah International Book Fair say reading experience is incomplete until 'you hold a book in your hand'

Fajr 5:29AM Gold Forex

Baton-waving 'orchestra conductor' manages traffic, regales visitors at Sharjah book fair

All-female panel of children's authors explains why stories must change with the times

November 5, 2021 14:57  
Staff Report

Dressed in a bright ensemble, the "Event Commander" from the Netherlands-based TukkersConnexion, roamed the SIBF 2021 venue, directing visitors to turn left, right or move ahead.

EMIRATES DRAW

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HOME > ARTICLE

CULTURE | 07 NOVEMBER, 2021

## Young children have 'clouds' of fun with science at SIBF 2021

At 40th SIBF, children create shapes out of air and experiment with liquid nitrogen at 'Crazy Science School' workshop

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SHARJAH - ARTS

## Nothing beats feeling of holding a book, say SIBF visitors

November 07, 2021 / 1:31 PM

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Time 194:44-20:24 20:26 PM.

A- A A+

Discussing the importance of the dictionary, the Managing Director of La Liga said, "The football dictionary has aroused a lot of curiosity amongst children, youth and adults alike, as it has an impressive mix of football, Spanish, and Arabic."

He added, "La Liga is extremely popular in the MENA region, and we have observed a growing interest amongst fans of the professional football league to learn Spanish to be closer to the sport. This bilingual dictionary is a perfect mix of both the cultures, and features illustrations that introduces readers to the two languages and will further expand the fan base of La Liga in the region."

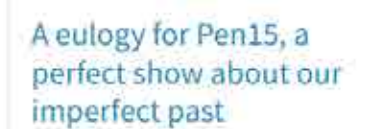
Since football is a sport that emphasises the value of teamwork, Maite Ventura said he is hopeful that the dictionary will help youngsters incorporate essential values at a young age that will shape them into even better individuals.



© Provided by Khaleej Times Thumbay Clinics launch Wellness for All campaign With an aim to improve the health and wellness of residents in the UAE, Thumbay Clinics has launched a campaign titled Wellness for All that brings easy and affordable healthcare packages to everyone. Dr. Thumbay Moideen, Founder President, Thumbay Group, while launching the campaign commented, "In today's...

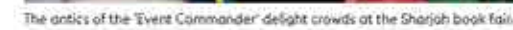
Source:

10/10/2021



## LIFESTYLE

11 Nov 2021


CULTURA

## Young scientist Gitanjali ignites spark of innovation at SIBF

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2

180

November 11, 2021 / 2:09 PM





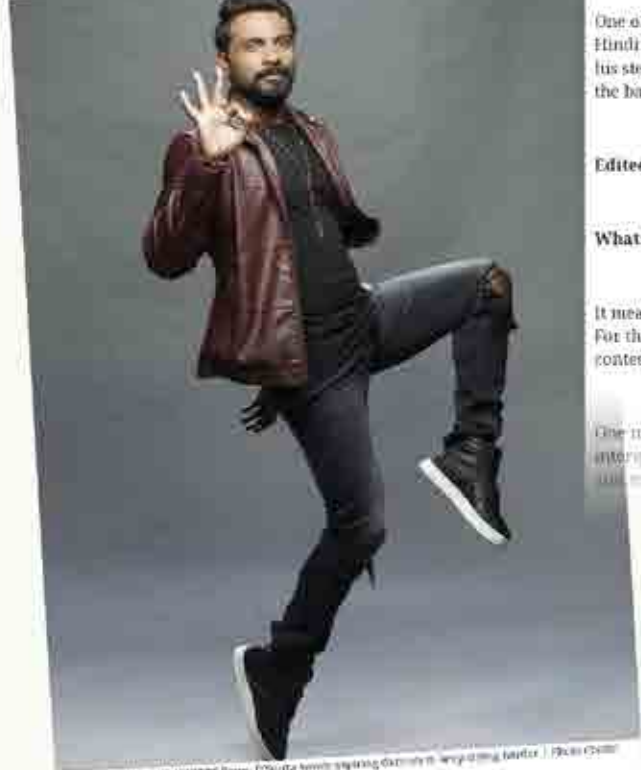
India's second-most circulated English Newspaper

Created 9 bylines in 4 weeks, conducted detailed interviews of notable personalities.

## The Hindu Group

### THE HINDU DANCE

A challenging step: Reme D'Souza is back with Season 3 of "Dance Plus"



CHOREOGRAPHER REME D'SOUZA. Reme D'Souza is back with Season 3 of "Dance Plus".  
SPECIAL REPORT  
REME D'SOUZA  
By: [Name] | 12.01.2023  
[Name] | 12.01.2023

Choreographer Reme D'Souza back with the third season of "Dance Plus", promises that Salman Khan will give like a pro in his next film

One of the most inspiring choreographers in the circuit, Reme D' Souza says his journey has been like a Hindi film script. A successful filmmaker now, in his next, D'Souza promises to make Salman Khan dance to his steps. Meanwhile, he is back with the third season of Dance Plus where he is urging contestants to raise the bar.

Edited excerpts:

What does the tagline 'One Level Up' stand for?

It means that we have to push ourselves and the artists one step further. We want to see where they can go. For this, we are getting international artists and are putting them in the same spot as the rest of the contestants. Our Indian artists will be competing with international artists on the same platform.

One major change in this season is that I will be having my own squad. My squad is made up of international artists who are already world champions. This will be a huge challenge for Indian contestants and will make them push themselves further than they had before.

Style icon and fitness enthusiast Malaika Arora talks about her love for Yoga

Malaika Arora has been actively pursuing Yoga since last four years. "I believe that the benefits of Yoga are countless. I feel Yoga follows a holistic approach and makes one feel better and happier," says Malaika. Personally, she continues, Yoga has helped her mentally, physically, as well as spiritually. "If you practice Yoga, you will see its benefits eventually. It is something that fuels the mind, body and soul. In today's time, a lot of people are trying to be fit. There is a craze for going to the gym and pumping iron, especially amongst the youngsters. But is going to the gym and pumping iron really enough for the health of your entire body?" she asks. Going to the gym, she says, is not something that is wrong. "I do it myself. But just pumping iron is not really enough. Rather, focus on combining yoga and gym for the perfect fitness regimen," says Malaika.

She believes that solely pumping iron is artificial. "There is a lot of wear and tear that happens in your body while you gym, but Yoga only focuses on healing and making your body better," explains Malaika. "If you want to reap maximum benefits, you need to find the perfect balance between the two."

An inclusive regime

Malaika's fitness regime consists of a little bit of everything. She starts her day by practising Yoga, but her regime also includes Pilates and functional training. "I workout at least three times a week, if not five," says Malaika sharing her love for exercising. Extremely dedicated towards a healthy and a fit body, this International Yoga Day, she is starting her association with Reebok. Malaika's philosophy is having a perfect blend between fitness and fashion, and she believes that the company provides her with that attire. "If you can mix fitness and fashion, it's the ultimate marriage!" exclaims Malaika with a laugh.

Malaika is focusing on promoting Yoga extensively. She believes that the community getting together and engaging in Yoga is what International Yoga Day is all about. "Yoga has also helped me maintain a certain balance in my life. It has certainly helped me de-stress, which many youngsters need to do these days," says Malaika. (More sample copylines that it is not but the focus is on yoga and fitness.)



### THE HINDU

SOCIETY

An enduring bond



A PLACE LIKE NO OTHER/Thomas Archer in New Delhi

Mridanya Bhatnagar  
12 JUNE 2023 12:45 IST  
UPDATED: 12 JUNE 2023 1:45 IST

Celebrating Bata's 123rd year of existence, Global Chief Marketing Officer, Thomas Archer Bata wants to strengthen the company's long association with India

Having long established itself in India, Bata has become synonymous with shoes. Every Indian household has grown up with Bata products in their homes. Surprisingly, many among today's generation are not even aware of the fact that Bata isn't an Indian brand.

On the occasion of 123 years of its existence, Thomas Archer Bata, the company's Global Chief Marketing Officer and the great grandson of founder, Thomas Bata, attended a fashion event in Delhi.

Excerpts from a conversation:



## The Hindu Group

### Reaching out

MOVIES  
Mrigaya Dham



### METROPLUS

Sharib Ali Hashmi on what made him play Phullu

Even as *Padman* is making news, *Phullu* starring Sharib Ali Hashmi and Jyotii Sethi is releasing this week. *Phullu*, the protagonist, aims to making low cost sanitary napkins to make the lives of the women around him easier. The idea is to remove the taboo around menstruation by educating people. "We made this film so that it could reach to a lot of people, especially in the rural areas," says Sharib Hashmi showing his disappointment on his film getting an A certificate. When you see that a movie has been certified A, most people hesitate to watch it. We want people to stop being hesitant and talk about this topic. "By rating this movie as adult, the CBFC has definitely cut our hands and created a road block for the movie," emphasised Sharib on the importance of this movie reaching the masses.

"My mom used to change the channel whenever any sanitary pad advertisement used to come; the first sanitary napkin ad I saw was after my marriage!" quips Sharib. This is what *Phullu* is trying to break. There are number of women who do not have access to proper sanitation and cannot afford purchasing pads because of their high cost. These women are forced to use old rags and are forced to the confines of their homes.

MORE-IN

### Rajnesh Duggal plays an Aryan warrior in Goldie's Beht's period Aarambh

As model-turned-actor Rajnesh Duggal turns to small screen with challenging role in *Aarambh* on Star Plus, he talks about the contours of his and more.

#### On the plot of the show

*Aarambh* is a period fiction. It is based five thousand years ago and shows supposed clash between the Aryans and the Dravidians. It is mounted on

Aryans don't have any fixed land where they could create their own space, search for such a land. They decide to go across the river where everything is fertile that will enable them to establish their civilisation. But Dravidians are trying to protect it, leading to a clash. The Aryans are trying to take the land whereas the Dravidians are trying to protect it. There is a lot of political drama, action as well as romance on the sidelines.

### ENTERTAINMENT A new start

Mrigaya Dham



### Towards self reliance

MIGAYA DHAM



MORE-IN

### On the World Environment Day, Sangeeta Khanna and Shabnam Kapur underlined the importance of growing one's own food

"Wealth is not the money we make, rather it is the health of the environment around us," said Sangeeta Khanna, noted food and nutrition consultant. Addressing a select audience at The Imperial on the occasion of World Environment Day, Sangeeta said that she believed the secret to good health was in choosing the right ingredients and coupling them with local produce from our garden. "As people who take from the society, it is our responsibility to give back to it as well. We are living in an air conditioned bubble that is adorned with plastics and pollutants that are suffocating us slowly, yet we refuse to step out of it. We have lost control over the way we live life. We are consuming a cocktail of chemicals with a slight flavour of food on a daily basis, which is causing severe harm to our bodies," observed Sangeeta.

One thing we can do to ensure that we are eating food full of nutrition, Sangeeta said was by growing it on our own. "Not only will it not lose its nutrition by being in transport for weeks, it will be free of pesticides as well. People don't realise how therapeutic it can be to grow a plant, watching a seed turn to a sapling and then to a full grown tree," she says. "One important thing to remember is to start by planting

## The Hindu Group

### Repressive bonds

SOCIETY  
Mrigaya Dham

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MORE-IN

### Kya Yahi Pyaar Hai highlights the dangers of possessiveness in love

Excessive control and possessiveness are often perceived as signs of love but in reality they could well be indications of abuse. Highlighting this, Love Matters, a non-profit organisation which focuses on generating awareness about intimate partner violence, recently launched a short film *Kya Yahi Pyaar Hai*.

The film aims to break taboos about controlling relationships among couples of all genders in India. "Domestic violence is only being recognised between heterosexual couples, no one is paying attention to homosexual couples," said Vithika Yadav who heads Love Matters.

Talking about her experience of shooting the film, Gayatri Parameswaran, co-director, said, "Directing this 360/VR experience was challenging at many levels. We had to leave the scene every time we hit the record button because we couldn't be in the film. In 360 degree, everything is captured." The film is being screened in viewing booths across 10 Metro stations in Delhi for a period of ten days, leading people to ponder on the subject. "If we want to cause a change, we need to start by talking about it," explained Vithika.

Love Matters is focusing on VR technology to make it more interesting and appealing.

QUICK FIVE ENTERTAINMENT

### Meet the new Chandrakanta

Mrigaya Dham

SHARE ARTICLE

### Well-modulated

MOVIES  
Mrigaya Dham



MORE-IN

### Himansh Kohli on how his experience as a radio jockey helped him in acting

One of the few things that worked in *Yaariyaan* was the performance of Himansh Kohli. The actor is returning to turnstiles with yet another youth love story, *Sweetie Weds NR!* this week.

#### What kind of audience do you believe your movie will cater to?

I believe that the youth, who enjoyed watching my previous movie *Yaariyaan* will come again. The biggest USP of this movie is that it connects with the youngsters. But we have made certain changes so that it also caters to families.

#### What was your favourite part of the entire shoot?

I enjoyed shooting the entire movie but my favourite scene I liked the most is now my favourite scene is the one where I was with the girl and I was dancing with

As "Chandrakanta" is all set to replace *Naagin 2* on Colors, Madhurima Tuli, who is playing the title role, talks about the effort that has gone into playing the popular character.

#### Excerpts:

"Chandrakanta" has been a blockbuster show in the past as well, do you believe you will live up to the expectations?

The show is based on the book "Chandrakanta" which was beautifully written by Devaki Nandan Khatri. The story is the same, it has love, revenge and betrayal but we have definitely taken a different approach. The audience today is enjoying watching shows that showcase mythology and fantasy in a different light, and

we are trying to provide them with the same. This time, we are really trying to connect with the youth. The youth is not aware of the story of Chandrakanta and we are trying to change that by bringing the story back in a different, magical way. It is important to connect to the youth as they are shifting towards web series of Netflix and Amazon Prime.

#### Tell us about the role and your preparation

Chandrakanta is a very strong, independent and fierce character, just like the girl who was the first to stand up to the evil forces of the kingdom. I was inspired by the character and I was determined to play her in a way that she was a strong, independent and fierce character.





Educational portal providing students details about further education

Wrote forty articles, containing detailed description of universities, in a span of three weeks

Gyanberry



#### STUDY IN SWITZERLAND

#### WHY STUDY IN SWITZERLAND?

CROSSROADS OF CULTURES AND LANGUAGES



SWITZERLAND IS HOME TO SOME OF THE WORLD'S BEST-RANKED ACADEMIC INSTITUTIONS

Switzerland is the champion in innovation

- High quality education at an affordable cost
- Switzerland has an unbeatable public transport system which provides easy access between major cities
- It is considered a very safe country to live in and violent crime is rare
- A popular choice for students in studying Hospitality Management

EDUCATION SYSTEM	+
DURATION OF STUDY	+
ADMISSION REQUIREMENTS	+
FEE STRUCTURE	+
POST STUDY WORK OPPORTUNITIES	+

A landlocked, mountainous country, Switzerland's geographical position in central Europe and studied neutrality have given it the access and political stability to become one of the world's wealthiest countries.

Switzerland has for centuries been a neutral state, which means that it cannot take part in armed conflict unless it is attacked. Its forces can only be used for self-defence and internal security.

Surrounded by the European Union, it has vacillated between seeking closer engagement with its powerful neighbour and other international organisations, and preferring a more isolationist course.

The people are given a direct say in their own affairs under Switzerland's system of direct democracy, which has no parallel in any other country. They are invited to the polls several times a year to vote in national or regional referendums and people's initiatives.

Switzerland is a mountainous Central European country, home to numerous lakes, villages and the high peaks of the Alps. Its cities contain medieval quarters, with landmarks like capital Bern's Zytglogge clock tower and Lucerne's wooden chapel bridge. The country is also known for its ski resorts and hiking trails. Banking and finance are key industries, and Swiss watches and chocolate are world renowned.

#### WHAT OUR STUDENTS HAVE TO SAY ABOUT US



**Puneet Manghnani**  
ALUMNI, INDIAN HIGH SCHOOL, DUBAI

My experience with Gyanberry has been great. They've helped me throughout the process like giving me tips about the university up to visa processing.



**Pauline Isabelle Cabrera**  
ALUMNI, ST. MARY'S CATHOLIC SCHOOL

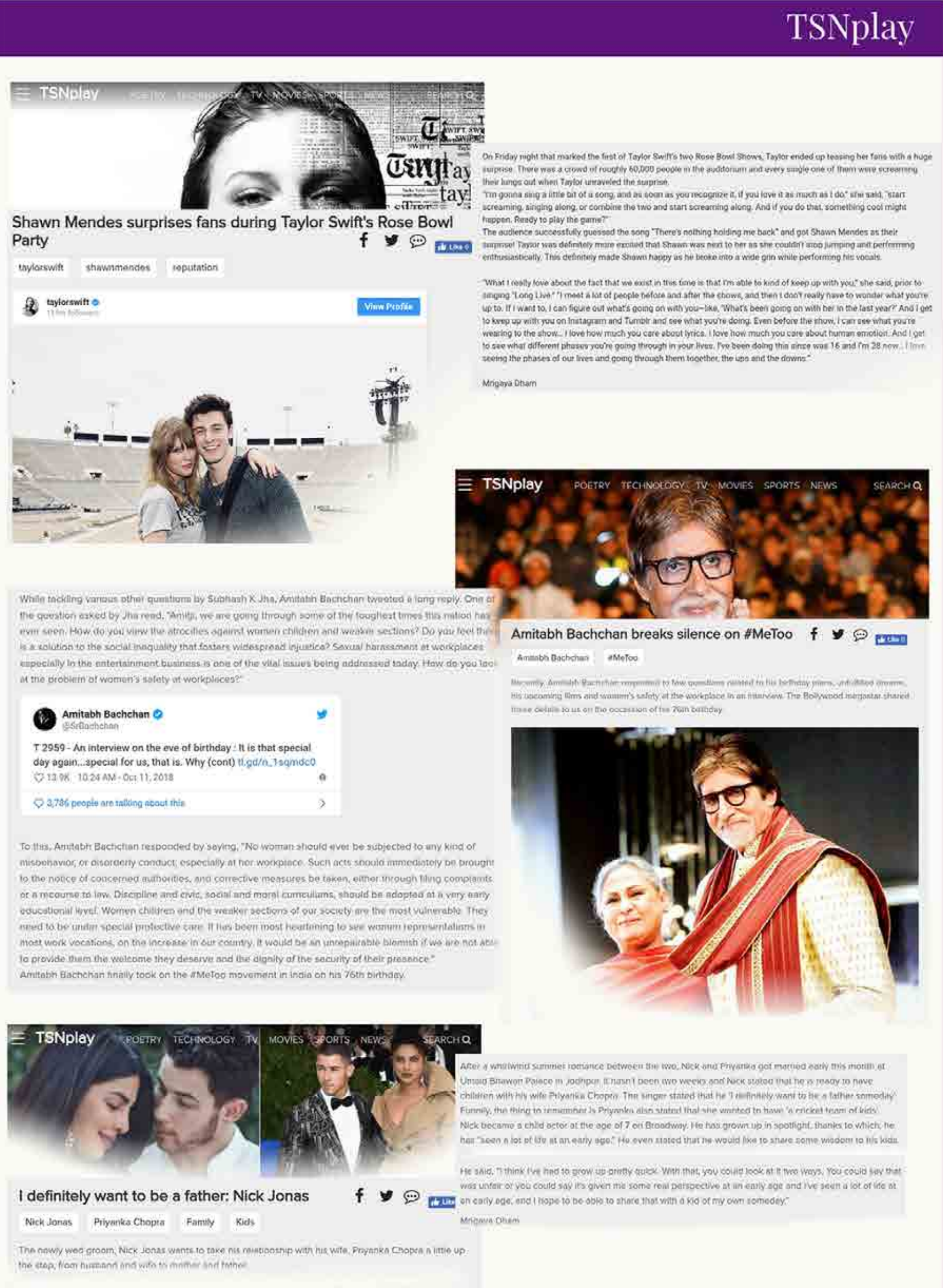
It was our best decision ever that we got registered with Gyanberry. The kind of information and help that we got from them that has really been like holding our hands throughout the day and they are always approachable, very responsive, anytime you try to write to them.



# TSNplay

Entertainment Articles for Sambodhi Research &amp; Communications

Wrote sixty articles every month for a period of eight months.  
Embedded Instagram & Facebook links in the articles.

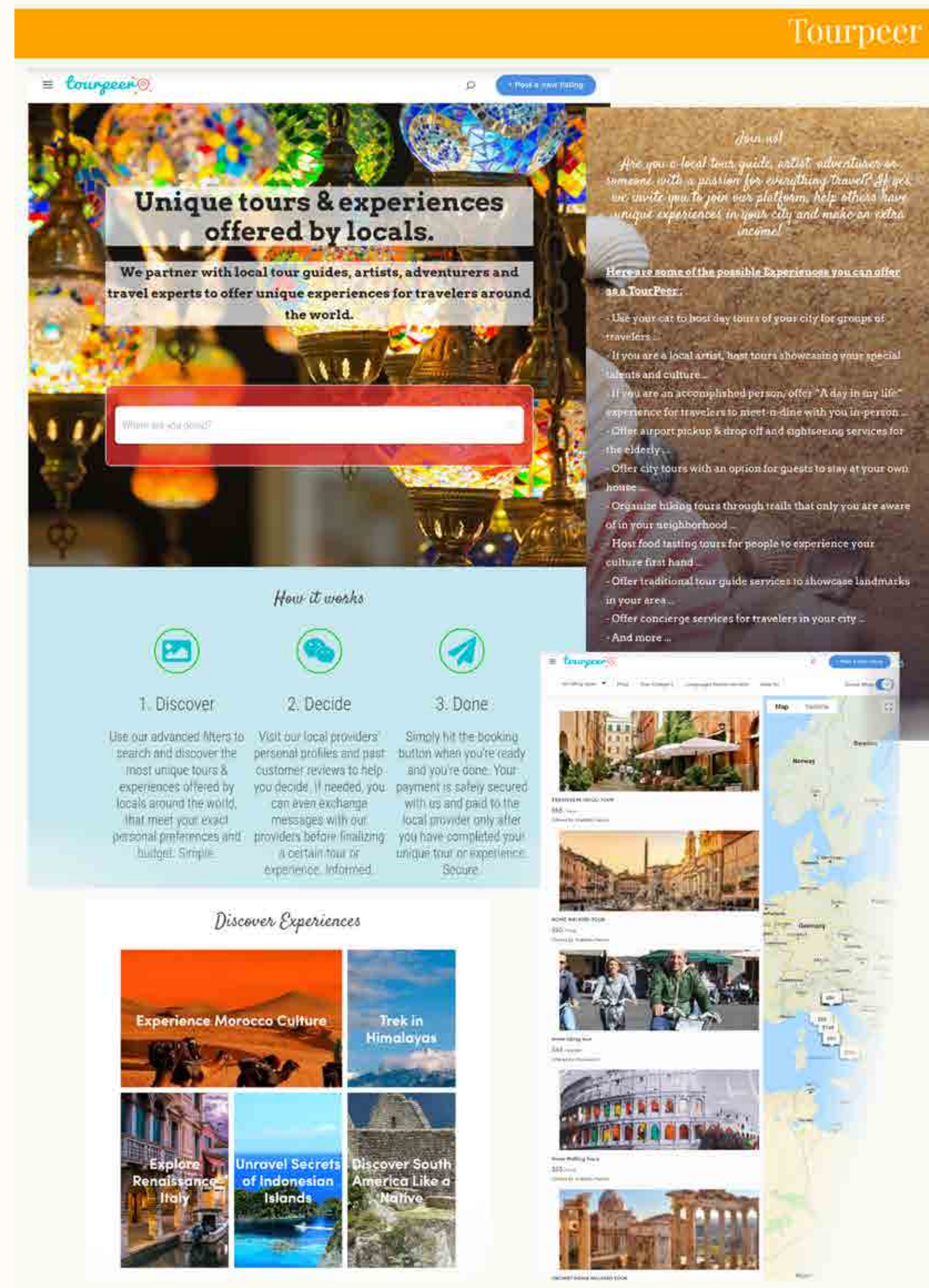






A Bodhi Minds Inc. venture, it is a tours & travel experience provider

Edited travel listings on their website and maintained relations with people who posted their listings.







Communication platform that has WhatsApp as its main competitor

Wrote blogs to explain to the target audience that it is a communication platform for any and every organisation. Created and updated four articles a week to boost SEO ranking in an organic manner.



## Vemy vs WhatsApp – Which one is better for your organizations?



Posted by admin on October 4, 2017.

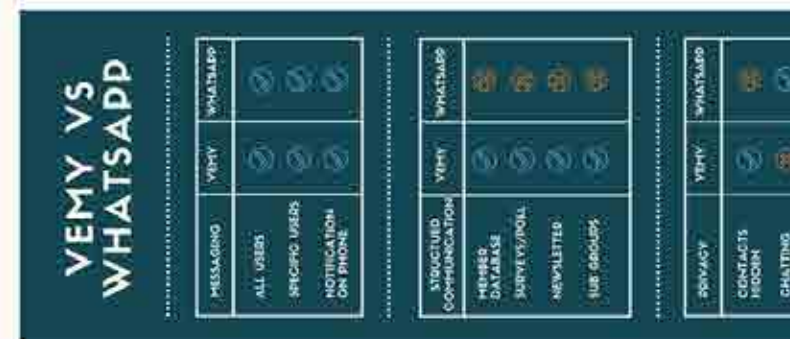
### Surge in Instant Messaging

In today's world, there is hardly anyone who doesn't have a smartphone that has various social media platforms pre-installed in it. Has there been a single day where you haven't woken up with a number of WhatsApp messages on your phone? Scrolling through hundreds of messages on your WhatsApp group to find one useful piece of information can be quite a tedious task. Many organizations have started adopting WhatsApp as a means of group communication due to its recent rise in popularity.



### Why is Vemy better?

Vemy allows you to share information with your entire team without breaching anyone's privacy. You don't have to worry about wasting time while chatting as it does not provide you with that option. This is definitely a time saver as you are directly impart the knowledge with your group members, thus exposing their personal details to each other.



### But do you really want WhatsApp for your organization?

The purpose of instant messaging is supposed to be the quick distribution of data, but that purpose is lost when everyone keeps on replying and chatting on the group together. To reach one valuable piece of information about your work, you need to swim through the entire pool of irrelevant messages and photos. Also, there is a definite breach of privacy as everyone can access your number without your approval. Do you really want your number to be accessed by random strangers without having a say in it?



If you have ever been an admin, you know it is no easy task to deliver important information to every single person on your team. Though group messages seem like the right option to go forward with, they often backfire on you and you end up with less than half the members of your team getting the intended message. So what do you do? A savior in such situations is

### What else does Vemy offer?

It also helps establish democracy as you can regularly voice your true opinion via polls and forms. By establishing democracy, you can be rest assured that you will get true feedback from your members as compared to biased opinions. If you prefer to spread information using other structural communication options such as newsletters or media sharing, this is the perfect app for you. The best possible way to contact your peers is through the option of live streaming. Vemy lets you live stream with your peers so that there is no confusion in the tasks assigned!



# BREVITY

An online magazine providing regular blogs on different categories

Wrote blogs for multiple categories such as - Lifestyle, Health and Fitness, Technology, Sex and Relationships, Productivity and Work, Parenting et al

Brevity

BREVITY



## These simple grooming tips for men will make you look super attractive

Mar 15, 2017 | by Brevity Team | in Lifestyle

Gone are those days when it was acceptable for men to just roll out of their bed and go about their day. In today's date, it is important for men to stay groomed and look presentable irrespective of what field they're working in. These are a few grooming tips for men that will simplify your grooming routine and ensure that you cover the essentials!

### 1)Take care of your beard and mustache

Do not trim your beard or mustache when it is wet. When they are wet, the hair would appear to be longer. As a result, you'll end up trimming more than you want to. Comb through the hair on your beard and mustache, and then cut the extra hair for the desired result.

### 2)Work on your eyebrows!

Work on maintaining your eyebrows yourself or go to a salon to ask for pro help. No one likes a guy with bushy eyebrows or a uni-brow. Pluck out those extra unruly hair and shape your brows.

### 3)Take care of your face

Your face is probably your best feature, flaunt it. Take care of the skin on your face. Keep soap away, rather use a face-wash that suits your face type. There are face-washes available for every skin type, be it oily or dry. Figure out the perfect face-wash for your skin type, and do not forget to moisturize.

### 4) Do NOT pop that pimple

We know that you want to pop that pimple very badly, don't. No matter how much you want to, don't pop it. The only thing popping that thing is gonna do is leave a nasty scar. Let it heal on its own, it'll get better eventually.

### 5) Get your acne treated

Swap your regular soap for a body wash that suits your skin. Treat the acne on your body as per its need. Visit a dermatologist if necessary.

### 6) Trim those extra hair

No woman likes a man with hair coming out of his ears or nose. Every woman likes a well maintained guy, so groom yourself. Trim those extra hair, even if you believe they aren't that visible. Girls will notice, they always do.

### 7) Go for classic deodorants

You see ladies running after men who have sprayed a particular brand's deodorant, but have you ever seen that happen in reality? No. And neither is it gonna ever happen. Stick with the old classic deodorants, they give you an alpha male aura.

### 8) Keep a clean shave if you can't grow a beard

No beard is better than a patchy beard. A patchy beard is just gonna make you appear shabby and unkempt. Either trim that beard, or shave it off altogether.

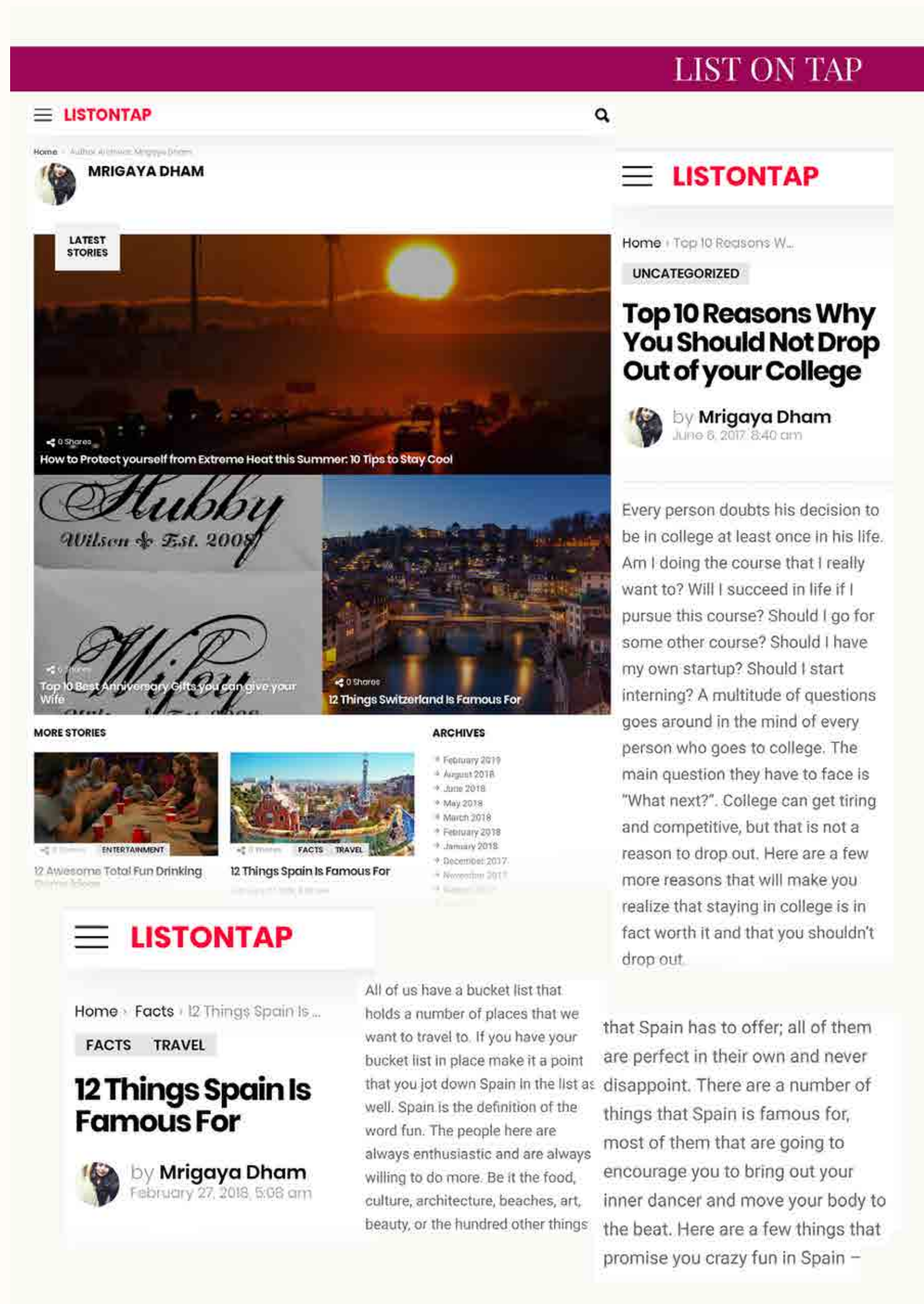
Follow these tips if you want a simple grooming routine. Nothing can stop you from looking great. Just ensure that you take care of the basic beauty needs of your body. Grooming is an aspect which is generally overlooked by many men, do not fall into the same category as them.



# LISTONTAP

Regular blog featuring website, venture of Dose Media

Wrote blogs on their website to improve SEO ranking. The articles spanned across a lot of different genres such as - Health, People, Lifestyle, Travel, Entertainment.







Website designing and SEO services company

Wrote thirty articles per month to boost SEO for multiple clients.  
Categories: Automobile, DISC Software, Bonsais & Plants, Digital Marketing,  
Web Designing, Residential Property etc.

## Addictive Media

### Blog



#### German Monsters

22nd December 2015

Few days back I was tasked to find the ideal road trip vehicle for an 8 to 10 hours journey. my first thought were comfort and fuel saving. Another important point that had to be kept in mind was space because of the multiple passengers and their week.

[Read more](#)



#### Grabbed Satisfaction!!

22nd December 2015

A rider should be satisfied with his/her ride and to attain that satisfaction a perfect ride should be. With its perfect rider. As far as I am concerned my satisfaction level leads to luxury. Until and unless my ride is luxurious enough to offer me proper.

[Read more](#)



#### LaFerrari - The whole...

22nd December 2015

Forget all you know about speed, have you ever imagined how could be the whole new stratosphere of performance, a relentless accumulation of speed accompanied by the greatest automotive soundtrack in the world. Be afraid, Ferrari had been working on.

[Read more](#)



#### Lamborghini's Huracan...

22nd December 2015

What comes to your mind when you see a bright color two seater on the road, a yellow or an orange racing, out loud in the crowd? Lamborghini! There about seeing a Lamb road it deserves a difference than.

[Read more](#)



#### Evolution Never Stops

22nd December 2015

Technology keeps changing and so do desires. It's our desires that give way for inventions. Many automobile companies do think about and

It is not far from being the special and distinguished family member that makes its presence felt whenever the shutter to the parking lot is opened with full enthusiasm. Of course, as the old age practice goes of giving a pet name to the most favorite person in the household, even the BMW is looked upon with the same love and affection.



The 7 Series is an ideal soulful companion in the making that replicates your exuberant personality undeniably. Well who can challenge the illustrious history records!

They are a staunch proof of the many renowned classic BMWs finding permanent spots in the exotic garages of ardent brand lovers. And the love truly flows down with every successive generation.

A car that was born to be in a league of its own, the 7 Series is a special choice for the ambidex which beckons you to be class apart while making a statement.



#### THE BOND '007' ONE

22nd December 2015

If you haven't seen the James Bond film, "Skyfall", then you may not be familiar with the masculine commodities used in the movie.



A true icon in the making, which is a sheer epitome of athleticism and grandeur together with embarking on a new eventful journey for the typical BMW styling cues. Make a heartfelt welcome as the red cover unveils on the most deserving and inspiring flagship sedans from the land of Bavaria that is here to set the hearts ruling the BMW 7 Series.



Your eyes don't have an option but to stare unwaveringly at the masterpiece that mesmerizes you no end with its unblemished and flawless architecture which is sure to cement a long term bonding.

### Blog

## BMW 7 Series: Mastery of Excellence

08th November 2017

0 Shares



446Views



A historic and a remarkable moment as the yesteryear's books of car designs have been redefined by the innovative Bavarians in their Research and Development headquarters.

The fruits of sheer hard work and enthusiasm have surely been realized now.



source : caricos

Take a bow for its exceptional and incredible body manuevrs and handling characteristics which surely ups the ante for the much awaited weekend drive.

Discover the untraveled roads as there is much more in store with the BMW 720Li's savage and ferocious performance to keep you enchanted.



At the end of the day, a rejuvenated feeling prevails on having spent some precious moments with the beast from Germany that transcends you to a new dimension altogether and makes way for the most satisfactory ownership experience of your lifetime.





pepper.

Content-mediation Platform that connects talented writers to organisations that require content.

SEO Friendly articles written for multiple clients. Categories include - Fashion, Chatbots, AI, Analytics, Machine Learning, Investment Banking, TedX, Astrology, Pregnancy etc.

## Pepper Content

3 best linen  
fabric that  
are great  
for the  
summers

### Linen vs Cotton

Cotton has often been called as the ideal cloth for summers. But is that really the case or is it just something that has been passed down different generations? As we know, linen fabric properties are numerous. So what is the difference between cotton and linen? Which is better? Before answering that, let me tell you what cotton is. Cotton is also a natural fiber, but it comes from the cotton plant. They are more fluffy when compared to linen and as a result tend to be softer. They are breathable and absorb moisture, but they don't dry very quick. Natural linen fabric tends to soften up after a number of washes. It is a little crispy to touch and doesn't soften very quickly. This becomes a great property as linen clothing/bedding can be passed down years without losing their shape. They only get softer to touch and more comfortable. In comparison, cotton is quite fluffy from the start and as a result is softer. Natural linen fabric is the most durable fabric. In fact it is so durable that it is often used in currency to make it stronger. Cotton can be made strong if it is spun a number of times, but even then, it doesn't even come close to the strength and the durability of all types of linens. It is a great conductor of heat as it is made of long and hollow fibers. Even though cotton has a good absorbing power, it doesn't push out the heat quickly and after a point it starts sticking to your body. As linen is hypoallergenic, it is the ideal cloth for anyone who suffers from allergies or has sensitive skin. It also naturally repels bacterial growth which is a plus point.

As summers are approaching and it is becoming impossible to be in any room without an air conditioner, the time for wearing light and breathable clothes has come. It is important to let our skin breathe, especially during the summers where we tend to sweat a lot. One of the ideal clothes to wear during this hot and humid weather is linen. Linen fabric properties tend to keep you cool and breezy. And even though we want comfort, we don't want to compromise on style. Linen clothing is the ultimate mixture of style and comfort. But even in linen, there are a number of different fabrics. So which is the best linen fabric? Read on!

### What is linen?

So, what is linen? Linen is a natural fiber which is derived from a plant known as "flax". It is made from the fibers of the flax plant (*Linum usitatissimum*). It has been used since centuries to create a number of different things. Be it beddings, canvases, wallpaper, clothing, linen has been used in a number of things due to its great durability. Egyptians used linen to wrap pharaoh mummies due to its great durability. Linen was the first fabric to be created! It has been used for a number of years and has definitely gained its popularity among different cultures. Linen clothes have often been passed down generations as a gift, but what makes it so special that this material can survive for years and years on end? Linen fabric properties don't just end at durability, there are a ton of other properties which make linen the ideal cloth for summers. To begin with, linen clothes have a high absorbing power. To be precise, linen clothing can absorb up to twenty percent of its own weight before starting to feel wet or damp. This makes it a very good material to wear as it can absorb a lot of sweat. Also, linen is quite durable. Linen material is naturally a thick material especially when compared to other materials like cotton. Flax plant produces long fibers as a result of which linen is naturally stronger. Due to the fibers being long, they can be woven into thick yarn which doesn't break easily. Another good quality is that linen doesn't lose its shape. As linen material isn't very elastic, your clothes don't lose their shape easily. This means that you can wear linen clothing for a longer period of time without it losing its shape in the wash. Also, the more you wash it the more linen becomes softer to wear. Different types of linens are eco-friendly and sustainable which is great for the environment. Flax plant requires next to no chemicals to be cultivated. It also requires very little amount of water. All parts of the plant are used to produce something or the other and nothing is wasted. The best part is that it is biodegradable and doesn't harm the environment. Linen clothes are very breathable. Not only does linen absorb moisture quickly, it releases it as quickly as well. Due to this, the cloth dries out early. This is very beneficial as it means that you won't have sweaty clothes clinging to your body. Linen is a natural insulator. Natural linen fabric tends to trap the heat of your body in during winters, hence retaining it and keeping you warm. In summers, it tends to absorb heat from your body and pushes it out. There are a number of different linen fabric types that you can pick from.

### Types of linen material

There are a number of different linen types that fall under linen material. It is upon you to decide which type is the best linen fabric for you. A few linen fabric types are Plain woven and sheeting. Plain woven linen fabric is also known as glass toweling. Linen as the most common use of this type is wiping glassware. This has a loose weave and is highly absorbent which makes it ideal for cleaning up. Sheeting linen is comparatively a heavy linen and is used to manufacture sheets. There are a number of different types of linen material, but Irish Linen, Belgian Flax Linen, and Japanese Linen are being highly used in today's date.

### Irish linen Shirts are the best

Irish linen refers to the linen that is produced in Ireland. It is spun in Ireland from 100% flax fibers. It is considered to be the best linen fabric as it is considered to be pure. Irish Linen mens shirts are not only comfortable, but really stylish. Be it an office meeting or a party, Irish linen suits have your "what should I wear" problem sorted. So go to your nearest Irish linen store!

### Belgian flax linen is the ideal linen material

So what is Belgian linen? Belgian Linen is made up entirely of European Flax. Flax is the only natural fiber in the entire world that is harvested, grown, and cultivated in Western Europe. It is one of the best types of linens. Also, Belgian linen yardage is great which leads to better usage.

### Japanese linen forms into beautiful linen clothing

Japanese linen is slowly gaining popularity. This type of linen focuses on clothes that can be worn throughout the year. Japanese linen dresses are considered to be one of the most beautiful dresses in the entire world. Japanese linen clothing is quite popular in demand.

Even though linen might appear to be slightly expensive as compared to some other textiles, it is definitely an investment as compared to the rest. There are multiple uses of linen. This is a cloth that becomes more beautiful as time passes. It can be passed down generations due to its durability and texture. Linen clothes definitely make the ideal wedding gift as it can be passed to their children and then their grandchildren. These are perfect for different weathers and are quite stylish to look at as well. You can make clothes made of linen into style statements as they tend to look good in every weather. So make your pick from different linen fabric types!





Authorised Retailer of XTS Xtreme Tactical Sports  
Gun Accessories, Tactical Gear and Equipments.

SEO Friendly articles written about sports gear and  
tactical gear to boost ranking in the US market.

## Backwood Sports

Tactical gears are like the helpers which are essential but don't get much recognition. They play a major role in our lives and make work a lot easier. They are necessary, be it for the soldiers in the battlefields on the cops in the streets. The tactical gears are the unsung hero of any battle that goes on. You need them not only for perfect mobility, but for the safety of your weapons as well. You can't carry a number of weapons in your hands at all times as you need to be able to move freely. Also, you need these weapons tactically placed so that you can easily access them whenever you want. BackwoodSports provides you with some of the best tactical gears which will cater to your needs for sure. People can get tactical rifle cases to keep their rifles safe and clean before and after their use. You can even get tactical gloves to handle guns and knives efficiently. They can provide a better grip for your weapons. Tactical gun holsters have been commonly seen and used by the cops and body guards out there in the field. They need to be able to keep their guns safely so that they can use it easily whenever they want. You can go for a hip holster or a leg holster, whichever suits your needs. The requirement depends upon your operation. The best kind of tactical gear that has been used more frequently by soldiers than the rest are the tactical backpacks. They need to store everything they require out there on the field. It can carry a tremendous amount of load, from weapons to food items. These bags have a lot of pockets and space to fit whatever you might need or require. It allows perfect mobility to anyone who uses it. You need to operate efficiently and quickly in the heat of the moment. In order to be able to react quickly in dire need, you have to be well prepared for anything. These bag packs give you a tactical edge and allow you to be comfortable. Carrying these on your back definitely give you peace of mind. You can easily pack medicines, ammunitions, water, food and any other material object that you can need out there to survive. These tactical gears are manufactured so that you can do your best out there in the field. Their task is making your life easy, and not vice versa. BackwoodSports make sure you get what you need. They specifically provide you with the best quality tactical gears for you to perform in a better way. Tactical gears are your best friends and are needed for better use of your weapons. They make your life a tad bit easier and comfortable. You wouldn't have to worry about safety and mobility of your weapons at all.

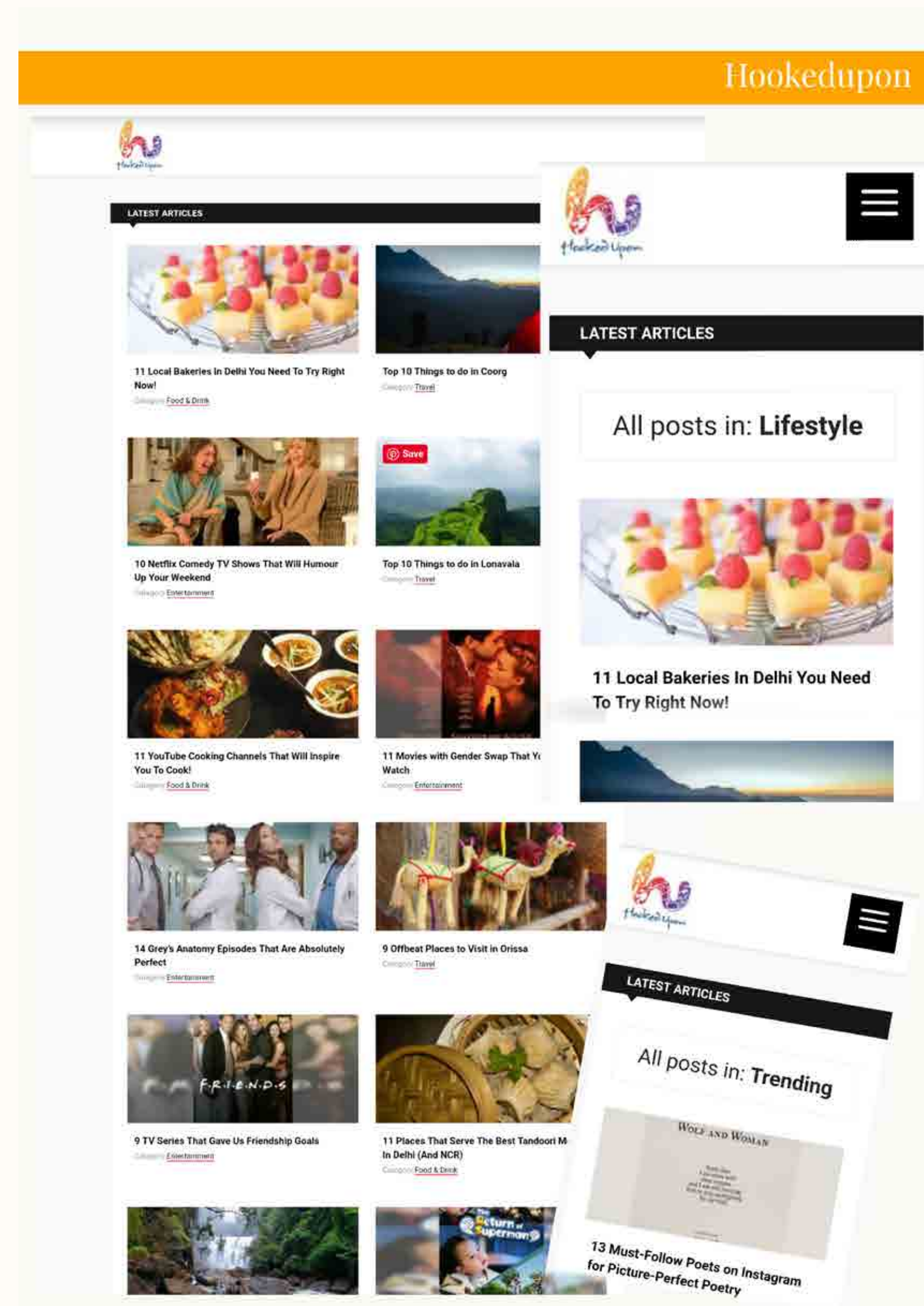
The  
Ultimate  
Helper  
for  
your  
tactical  
equipment



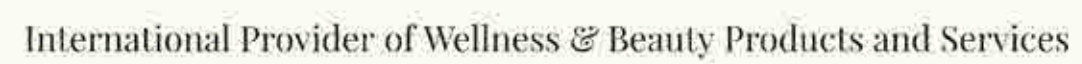


Blog featuring articles on multiple categories such as Food & Travel


Underwent wordpress SEO training and edited  
wordpress articles to make them SEO friendly.








Created copy for YouTube videos for VI.CC Arabia




**Pressure of compressed air pumped around body**

VLCC Pressotherapy (Eng)  
15 views




**Massages lymph nodes**

VLCC Pressotherapy (Eng)  
15 views



**Body suit inflates and deflates**

VLCC Pressotherapy (Eng)  
15 views




**Stimulates circulation**

VLCC Pressotherapy (Eng)  
15 views

**Pressotherapy: Complete Body Shaping Solution**

<p>Redefines body shaping</p> <p>Removes Cellulite</p> <p>Improves Blood Circulation</p> <p>Improves Metabolism</p> <p>Intensifies Body Detoxification</p>	
<p><b>How does it work?</b></p> <p>Advanced Pressurised Treatment</p> <p>Body Suit with Pipes of Compressed Air</p>	
<p><i>Pressure of Compressed Air Pumped Around Body</i></p> <p><i>Body Suit Inflates and deflates</i></p>	
<p>Stimulates circulation</p> <p>Massages Lymph Nodes</p> <p>Removes Toxins</p>	
<p><b>TINNER YOU IN A MUCH FASTER TIME</b></p>	



**Improves blood circulation & metabolism**

**Intensifies body detoxification**

**Enhances cellulite removal**

**Refines body shaping**

VLCC Pressotherapy (Eng)  
15 views



# My Writing Skills

## Journalism - Feature Writing

Feature Writing, often known as creative journalism boasts longer pieces than hardnews and carries information about people, events, new aspects, and people's stories. I pursued my bachelors in Journalism and Mass Communication from India and worked with the National Leading Daily Newspaper - The Hindu, covering events and interviewing notable personalities including film stars, artists, and CEOs.

**My Work :** Company Profiles, Newsletters, Brochures, Website Copy, Ad Copy, Scripts, Books, Thought Leadership, SEO Writing, Slogans, Captions, Tweets

## Content and Copywriting

I plan, create, and edit content for both online and offline platforms in a way that resonates with the reader and fulfils the purpose of the client (branding, advertising, digital marketing, etc.).

**My Work :** Company Profiles, Newsletters, Brochures, Website Copy, Ad Copy, Scripts, Books, Thought Leadership, SEO Writing, Slogans, Captions, Tweets

## Public Relations and Marketing Communication




Effectively disseminating information from the client to the public. Helping the brand maintain a positive image and drafting newsworthy press releases to help gain recognition in national media.

**My Work :** Company Profiles, Newsletters, Brochures, Website Copy, Ad Copy, Scripts, Books, Thought Leadership, SEO Writing, Slogans, Captions, Tweets



# Mrigaya Dham

 mrigayadham.com

 [linkedin.com/in/mrigaya-dham](https://www.linkedin.com/in/mrigaya-dham)  +971 56 361 5439  [mrigayadham98@gmail.com](mailto:mrigayadham98@gmail.com)