

AINEE TANWIR

CONTENT STRATEGIST &
COPYWRITER

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I am a content strategist & creative copywriter seeking a full-time position in the field of content and marketing communications, where I can apply my knowledge and skills for continuous improvement.

EDUCATION

Masters in Food & Nutrition

Isabella Thoburn College, Lucknow
2015 - 2017 | CGPA: 7.30

Bachelors of Health Science in Nutrition & Dietetics

Isabella Thoburn College, Lucknow
2012 - 2015 | Percentage: 67%

SKILLS

- Content Strategy
- Research and Fact Checking
- Documenting and Reporting
- SEO Writing
- PR Writing
- Magazine Articles
- Creative Writing
- Proof Reading
- Nutrition Assessment
- Supplements Evaluation
- Health Counselling

VOLUNTEER EXPERIENCE

Pehchaan The Street School - Content Strategist | Social Media Marketer

Duration: : 2022 - Present

- Writing Articles and Blogs for Pehchaan.
- Creating content for posting on Social Media.
- Brainstorming on Campaign Ideas.
- Posting on various social media platforms, like - Facebook, Instagram, and LinkedIn.
- Improvisation and proofreading of website content.

Helping Brainz (NGO) | Sr. Vice President – Organizational Development

Duration: : 3+ Years

- Event management, member registration, query handling, training, and backend jobs like, CMS handling.
- Worked on projects like, Child and Women Empowerment, Elderly Care, etc.
- In collaboration with an I.T. company, started a new chapter in Bangalore.

CERTIFICATIONS

- Certification in Blog & Copywriting from U Savvy Academy
- Certification in FSSC 22000 V5/ISO 22000:2018 Food Safety Management System (FSMS) Lead Auditor [CQI/IRCA Approved] from SGS India Pvt. Ltd.
- Certification in Food Standards & Quality Analysis from R-FRAC.
- Certificate Training course in Clinical Nutrition and Dietetics from Innovative Cure (Health and Beauty Institute).
- Certification in Child Nutrition and Cooking from Stanford University (Online).
- Maternal, Infant, Young Child and Adolescent Nutrition (MIYCAN) Strategy from UNICEF.
- Certification in Pregnancy Nutrition and Health, Pre pregnancy Nutrition and Health, Postpartum Nutrition and Health from Nutrigrow, IAO.

EXPERIENCE

Consultant Dietitian

Duration: 3+ Years

- Content Creator – Health blogs, Instagram posts, etc.
- Converting clients to opt for diet plans and counseling.
- Developing individualized diet plans for the clients of various age group and areas like – child nutrition, sports and clinical cases.
- Implementing the devised diet plans in accordance with the nutrition standards of healthcare.
- Providing individual counseling sessions to improve client's performance.

LifeCare Health - Manager / Sr. Nutritionist

Duration: 1 Year, Sep 2018 to Oct 2019

- Managing a team of 7 Dietitians.
- Conducting nutritional assessment in-depth and, developing individualized diet plans for clients.
- Implementing the devised diet plans in accordance with the nutrition standards of healthcare.
- Performing regular follow through of plans and keep documentations of the same.
- Providing individual counseling sessions to improve client's performance.
- Handling of clients of various age groups from 10 to 80 years of various chronic cases.
- Recommending ayurvedic supplements as per the requirement.
- Managing an In-house Healthcare product design team in various areas like. content writing, infographics, etc.

ACHIEVEMENTS & ACCOMPLISHMENTS

- Completed a Certificate course of National Service Scheme (N.S.S.).
- Have been a member of Student Government Association (SGA) designated as – Proctor and Executive Committee Member.
- Received a Baccalaureate Award from Lucknow University.
- Delivered a Webinar - Importance of Nutrition and Mental health for kids conducted by BeeZeeMinds.

PERSONAL DETAILS

Date of Birth: 20th July 1993

Marital Status: Single

Nationality: Indian

Languages Known: English, Hindi and, Urdu.

EXPERIENCE

QUA Nutrition - Nutritionist & Dietitian

Duration: 1 Year, Jul 2017 to Aug 2018

- Directly worked with the Celebrity Sports Nutritionist - Ryan Fernando.
- Dealt with VIP Clients.
- Providing fitness & competition guidelines for all the gym goers & athletes (Olympics & Para-Olympics) of various categories of sports including an IPL candidate.
- Conducting nutritional assessment.
- Implementing the devised diet plans in accordance with the nutrition standards of healthcare.
- Performing regular follow through of plans and keep documentations of the same.
- Providing travel guidelines – India, Qatar, Egypt, Spain, France, Italy, etc.
- Handling clients of various clinical cases- thyroid, weight loss, diabetes, PCOD, leaky gut, weight gain, hypertension, dementia, stress, thalassemia, ankylosing spondylitis, ADHD, etc.

Manageers Educational Services India (P)

Ltd. - Product Development Associate

Duration: 3 Months, May 2016 to Aug 2016

- Generate AIQ (Artificial Intelligence Quotient) for classes 1st to 12th.
- Tagging of the topics for AIQ.

Avadh Hospital - Internship

Duration: 1 Month, May 2016 to Jun 2016

- Making Diet charts & preparing case study of the patients.
- Manage daily records for carbohydrate/calorie and protein count for the patients.