

SIDIKA SEHGAL

WORK EXPERIENCE

Communications Specialist at Obvious

2021 - Present

- Created a microcopy playbook and wrote UX copy for a fintech startup
- Managed design system documentation for a client
- Wrote case studies, website copy and blog articles for Obvious
- Created pitch decks for different services and tailored to industries and geographies
- Created Obvious' social media strategy across Twitter, LinkedIn, Instagram

Communications Consultant at Upraised

2021 - Present

- Wrote copy for Upraised's landing pages and email campaigns
- Created a voice and tone guide

Content and brand strategist at Openhouse

2020 - 2021

- Created the brand identity and voice and tone guidelines to make all communications consistent
- Grew LinkedIn's audience by 3x and Instagram's audience by 2x with relevant content
- Built a student ambassador program with 200 school students to successfully reach 10x more students
- Wrote UX copy for Openhouse's web and mobile apps
- Conceptualized an 8-week creative writing curriculum for school students for the extra-curricular arm
- Wrote PR articles

- Hosted the first podcast by an edtech company in India

Reporter and sub-editor at Civil Society Magazine

2019-2020

- Reported 33 feature-length stories on campus, gender, labour, cinema, theatre, politics
- Led social media outreach via emails, Facebook, Twitter and Instagram
- Conceptualized the structure for a book of Sanjaya Baru's columns and Dileep Ranjekar's columns

Editorial intern at National Book Trust, Navayana and Hachette

2016 - 2018

- Copy edited manuscripts and evaluated them for structure
- Proofread manuscripts
- Selected manuscripts for publishing
- Created the outline and structure for The Best of Dale Carnegie
- Created content for the Hachette School Survival Handbook

EDUCATION

2016 - 2019

B.A English Honours from Lady Shri Ram College for Women, Delhi University, New Delhi

7.5 CGPA, First Division

2002 - 2016

Secondary Education with PCM-E from Sardar Patel Vidyalaya, New Delhi

96.6 percentile