



Ruth Singh

Content and communications professional with experience across editorial leadership, ghostwriting, and SEO-driven digital content. Skilled at simplifying complex subjects into clear, engaging writing, and passionate about environmental and climate-focused storytelling. Combines a strong editorial foundation with hands-on conservation and climate-action engagement, from student journalism to international climate courses.

Contact

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Address: Dwarka Sector 10,
New Delhi.

Educations

MASTERS IN POLITICAL
SCIENCE

IGNOU

2023 - 2026

55.26%

B.A PROGRAM (POL. SCI &
SOCIOLOGY

University Of Delhi

2019 - 2022

7.1 GPA

Certificates

- ECT Advanced Content Writing Course
- French A1 level

Freelance Experience

CAIMERA - FREELANCE BLOG WRITER

3 month project

DICE ACADEMY - FREELANCE COPYWRITER

On going

Experiences

CREATIVE CONTENT LEAD - EDITORIAL (PREVIOUSLY CONTENT WRITER)

So City (So Delhi) — August 2025 – February 2026 (Gurugram)

- Created structured, engaging written content tailored to specific audiences, simplifying complex information into clear, reader-friendly formats
- Promoted to Creative Content Lead, taking on mentorship of junior writers to improve their clarity, structure, and communication skills
- Reviewed and edited content for consistency, accuracy, and quality across the team
- Planned and structured content calendars and workflows, managing multiple priorities in a fast-paced environment
- Collaborated cross-functionally to develop ideas and execute campaigns effectively

GHOST WRITER

Adhyayan Books — April 2024 – June 2024 (Dwarka)

- Ghostwrote engaging long-form content for nonfiction projects aligned with the author's voice and vision.
- Conducted in-depth topic research and collaborated on content outlines.

Key Accomplishments

- Multiple articles ranked as top Google search results, including November Events in Delhi, Best Espresso Martini Spots, and Top Theatre Groups.
- Initiated content series tailored to Gen-Z readers, significantly increasing platform engagement.
- Consistently met daily targets and deadlines, balancing core writing with ad hoc client requests.
- Wrote multiple environment-focused articles for Green Society, Jesus & Mary College, covering topics such as ocean sanctuary protection, the Arctic Council, and deforestation.
- Completed the COP+25 International Climate Action Course (Grade B)
- Participated in TEDxGateway Countdown, India's largest climate action conference

Skills

- Developed SEO-optimized content that strengthens brand voice and drives organic traffic.
- Crafted compelling copy for social media and digital campaigns to boost engagement and CTR.
- Designed content strategies and calendars to streamline output and maintain consistency.
- Proficient in Canva, Google Workspace, Grammarly, and QuillBot for content creation, editing, and collaboration.
- Student journalism and campus publication editing
- Environmental and climate-focused writing and research
- Proofreading and editorial review for print/magazine publications

Ruth Singh

Aspiring Educator

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Dear Pratibha,

I am writing to apply for the Conservation Fundraising Specialist position at WWF-India. Having recently completed my Master's degree, I am looking to move into a role where I can put my communication skills to direct, meaningful use – and this opportunity, at the intersection of public engagement and environmental conservation, is exactly the kind of work I have been hoping to find.

I hold an M.A. in Political Science from IGNOU, and throughout my academic life I have gravitated toward environmental and climate-related subjects. As an undergraduate, I wrote several articles for my college's Green Society on topics such as ocean sanctuary protection, the Arctic Council, and deforestation, and I later completed the COP+25 International Climate Action Course. I also attended TEDxGateway Countdown, India's largest climate action conference, which sharpened my interest in translating environmental urgency into public action, the same instinct this role calls for.

Professionally, I have built a career in content and communications, progressing from Content Writer to Creative Content Lead at So City (So Delhi), where I created audience-specific content, mentored junior writers, and managed editorial workflows under tight deadlines. I currently work as a freelance content writer for clients across the creative and tech sectors, and I have also ghostwritten long-form nonfiction. Across all of this, my core strength has been distilling complex ideas into clear, persuasive writing that connects with different audiences, a skill I believe transfers directly to engaging donors and advocating for WWF-India's mission.

What draws me to this role in particular is the chance to move from writing about causes to actively representing one. I would welcome the opportunity to bring my communication background, my genuine interest in conservation, and my willingness to learn quickly into a frontline role with WWF-India.

Thank you for considering my application. I have attached my resume and would be glad to discuss further at your convenience.

Warm regards,
Ruth Singh