



KANISHKA GUPTA

B2B WRITER & EDITOR: BFSI | FINTECH | CRYPTO
@ [DOLFIN ADVISORY](#)

VALUE PROPOSITION:

Solid client focus, ability to elicit client objectives, capacity to take structured briefings, and approval of story outline in bulleted points.

READ PUBLISHED ARTICLES: [BUSINESS TODAY](#)

VIEW WEBLOG/LINKEDIN PROFILE: [DOLFIN ADVISORY](#) | [KANISHKA GUPTA](#)

WRITING DELIVERABLES FOR BFSI+FINTECH+CRYPTO INDUSTRY:

Insurtech Firm, SME Lending Platform, Cryptocurrency Trading Platform, Investment Firm, Decentralized Protocol for Cross-Chain Wrappers, Alternative Lending Fintech: Wrote 10 Blogs and thought leadership articles.

Banking SaaS Fintech: Blog on 'Migration of Digitized Banks to Cloud' as pitch sample.

Crypto News Site: Rewrote/wrote 45 news items/features on blockchain and crypto industry which were published verbatim. Examples: Blockchain application in media, NFTs, online stock trading, Bitcoin price analysis/prediction, Bitcoin as digital asset like gold, Ethereum 2.0, Cardano price analysis, DAO, Dogecoin rally, NFT dApps, Ethereum price analysis, Token-powered payment platforms, IOTA 2.0 DevNet, Solana blockchain, TrustFi BaaS, and Bitcoin vs fiat currencies.

Large Insurance Broker/Insurance Foundation: Wrote 10 branded journalism articles for MD & CEO.

Insurtech Firm/Association: Wrote 10-page IBAI chapter for training module: Chapters included Introduction to Insurtechs, Examples of insurtechs, Insurance brokers and technology, Technology for insurance back-end operations, Digital communication channels and T/L article on 'Data for Mitigating NatCat risks.'

Leading Insurance Broker: Developed website content after multiple referencing on health plan, mediclaim plan, cancer plan, diabetic plan, new generation super top up plan, senior citizen plan, super top up plan, after sales service, disclaimer, about us, and privacy policy.

Content Marketplace: Wrote eight approved articles for a crypto exchange and a ZTNA security firm. Examples: Solana vs. Ethereum, Ethereum improvement proposal, crypto tax in India, cryptos for profit, evolution of ZTNA, types of cryptocurrencies, and fastest growing cryptocurrencies.

Content Agency: Wrote in-depth 15 T/L articles, CS and blogs for global Insurtech, large IT firm, and software platform. Examples: New tech in KSA, global insurer launches core systems, US P&C insurance outlook, automated policy checking platform, insurance data extraction and ingestion, data science/advanced analytics in actuarial practice, Covid-19 impact on insurers, pitfalls of traditional claims TPA model, open insurance, and new normal in P&C insurance landscape.

Fractional Real Estate Investing firm: Wrote nine published blogs on finance/tech sectors for fractional investing in CRE. Examples: Rise of neo/challenger banks, fintechs redefining lending market, CBDC, NFTs, DeFi culture in wealth/asset management, DeFi in investing, UPI, wealth management and technology.

Data Analytics PR Firm: CEO/Chairman & MD editorials for a Venture capital firm, personal loan fintech, payments platform, open source Kanban board, and Software firm for improved asset lifecycle.

About

500+ CONTENT PIECES DELIVERED | 25+ CLIENTS HANDLED | 7+ YEARS DOMAIN EXPERIENCE

CURRENT ENGAGEMENTS: Consulting Writer for [Banking Frontiers](#) and [Trivone Content](#)

PROBLEM STATEMENT:

A C-Suite or a top-level finance manager has an inborn talent for a structured thought process, boots on the ground, has mastered a niche, is up-to-date and well-read in his specific financial domain, with a broad, compelling vision for his firm and industry, and is a much sought after speaker in conferences, seminars, and meetings. He has all it takes to write compelling content, but his busy schedule leaves no time to indulge in this activity.

SOLUTION:

This is where I step in. I will put his ideas and thoughts in a structured manner after getting a sharp brief in 7-8 pointers, do extensive research on the topic assigned, rewrite and add value by distilling insights, and deliver an article to him in an engaging and lucid style of writing for his target audience.

SPECIALITY:

I specialize in writing keyword-sensitive, SEO-friendly blogs, thought leadership articles,



whitepapers, and case studies with meta title and meta description for the BFSI, Fintech, and Crypto domains. Usually, I can give a ready-to-publish content piece after 1-2 iterations, and if my content pipeline is not loaded, I can deliver the first draft of a hard-hitting 800- to 1,000-word urgent article within 24-48 hours.

CONTACT ME:

To schedule a talk, WhatsApp me @ +91 9953275922 or email me @ kg.fincopy@outlook.com

EDUCATIONAL QUALIFICATIONS:

Reuters | Meta: Digital Journalism
PGDM (FORE), BA (Delhi University)

KEY JOB ASSIGNMENTS:

- Executive Editor—*Business & Economy Facts for You*, EFY Group, January 2011-April 2011
- Bureau-Incharge—*Indian Retailer*, Franchise India Publications, December 2008-August 2009
- Assistant Editor—*Pitch*, Exchange4Media, January 2005-May 2007
- Assistant Editor (Publications)—ICM, January-August 2004
- Acting Chief Sub-Editor—*The Statesman*, August 2000-September 2002
- Copy Editor—*The Economic Times*, Bennett Coleman & Co., December 1995-November 1998
- Sub Editor—*Business Today*, Living Media India, March 1994-August 1995

ADDRESS: Sadar Apartments, Mayur Vihar Phase-I Extension, Delhi—110091

HOBBIES:

Sketching
Listening to Country music
Blogging
Practicing Flute and Harmonica

PERSONAL:

Born: September 20, 1962; Married; two daughters (aged 26 and 20)

Digital Marketing Agency: Wrote 20 blogs for an e-Commerce marketplace for MSMEs, Lending NBFC, leading general Insurance company, and India's largest neo banking platform.

Financial Planning & Equity Advisory Firm: Developed sales pitch emails, marketing emailers for financial investment products.

CA Firm: Developed power point presentation for fund raising for a neo bank.

Digital Media Startup: Developed over 250, 6-7 point snippets from business articles of international papers.

ATM Deployer: Wrote two industry features on White Label ATMs.

Leading Indian Business Magazine: Wrote 10 features on blockchain technology and cryptocurrency, digital transactions, insurance/reinsurance, robo-banking, buying online insurance, disruptions in fintech landscape, data breach and cybersecurity, minority shareholder activism, and corporate governance.

Media Agency: Wrote 25 blog posts for a diversified finance company and a large insurance firm on personal, travel and home loans.

DELIVERABLES AS AN INDEPENDENT CONSULTING EDITOR:

Insurance Foundation of India: Edited book on 'Insurance Fraud Must be Controlled' authored by CEO/MD

Evalueserve: Edited 15 equity research reports for Deutsche Bank.

Trimark Publications: Edited 5 market research reports of 200-250 pages on biotechnology and life sciences.

ETSmallBiz.com: Managed/coordinated a team of 60 senior industry specialists/domain experts and provided/edited 100 category-specific articles as an Independent Content Provider.

World Bank: Transcribed/edited 30-hours, 3-day conference proceedings with a team of 4 content specialists.

Random House/Pentagon Press: Edited six chapters each of four non-fiction financial management books.

Indian Venture Capital Association: Transcribed/edited 8 roundtable proceedings of 40 minutes each.

Impact Investors' Council: Wrote/edited seminar proceedings.

SP Guide Publications: Edited major sections of the Aviation and Military Yearbooks.

Hotel Business Review/F&B Business Review and Bakery Review: Written/Edited over 80 short 3-4 pages market research and survey reports on hotel design and technology, food service equipment and design and service/supplies.

Paramayu magazine (B2C magazine published by Jiva Ayurveda): Commissioned and edited articles from experts, wrote feature, edited entire magazine and coordinated layout and design.

People and Management: Conceptualised special HR issue, commissioned and edited articles from industry experts, wrote editorial and coordinated layout/design.

AET Magazine: Changing headlines, editing, proofreading features.

Steel Association of Jodhpur: Wrote and edited 3 letters addressed to MPs, Standing Committee, Gol.

OliveLED: Rewrote/edited entire company external literature of 10 individual pages.