

Content Writer with 10 Years of Experience

Profile Summary:

My work experience extends to almost 8 years in various sectors, with job roles pertaining to content writing, editing, marketing, and corporate communications. My strong suit remains writing in various formats and for various industries – blogs, articles, white papers, e-learning content, news snippets, PR content, newsletters, infographics, corporate mailers, sales pitches, etc. I also have an additional 2 years of work experience as a freelance writer. As a freelancer, I developed content for SMEs – particularly website pages such as about us pages, home page content, blogs, articles and other informative pieces. I edited various forms of content as well as a freelancer

Work Experience:

At Microsoft, my key responsibilities as a Senior Content Writer (on contract) for the Microsoft Teams Customer and Partner ecosystem are:

- Develop demo content aimed at driving Teams adoption for various industry and business verticals
- Support business development/pre-sales efforts by building demo presentations for corporate clients and partners
- Build PowerPoint presentations (click through decks) highlighting new features and LOB apps
- Work with mobile platform team to understand new feature launches and create marketing content for the same
- Draft audio scripts for demo purposes
- PR announcements and internal communication broadcasts to communicate status of bugs and fixes for clients/partners

At Medi Assist Healthcare Services, my key responsibilities as a Senior Content Writer were:

- Write SEO-friendly blogs as per the team's marketing campaign requirements and pertaining to our services
- Provide content for infographics, newsletters and marketing collaterals
- Execute essential corporate mailers for our services in various digital and print formats
- Deliver content for our internal use – intranet, corporate radio, and employee-engagement activities
- Develop concepts, themes, and content for our social media presence
- Work with the IT team to draft Q&A responses for a chat bot functional on social media pages and the web portal, and sketching out the thought process for the bot as well
- Draft user-friendly IVR content and process steps for our various toll numbers
- Draft customer-friendly content for our transaction mailers/e-mail templates
- Constantly revamp our existing webpages, bringing them up to SEO standards



- Maintain and compile business performance PowerPoint decks for internal use as well as for proposals and client presentations

At MetricStream Infotech, India, Pvt Ltd, my key responsibilities as a Senior Content Writer were:

- Write white papers, industry-specific articles, news articles, SEO-friendly blogs, and regulatory updates for various industries
- Prepare marketing content for webinars hosted in our training portal
- Prepare marketing content for seminars hosted world-wide
- Liaise with the business development team to prepare additional content for our training and events
- Draft press releases for our events
- Compile and draft social media content for Facebook, Twitter and LinkedIn
- Draft content and develop comic strips for webpages and social media
- Work with SEO and PPC experts to optimize our pages
- Develop e-learning course content (mobile learning program)
- Support the lead generation team in their activities by providing them with content requested by customers
- Support the team's overall content needs (for various sectors including BFSI, Pharma & Healthcare, Energy & Environmental Science, etc.)

Accomplishments:

- Won an award for designing a GRC poster as part of a team of five
- Initiated and developed concepts and content for our comic strips

At Teledata Informatics Ltd., my role as the Language Editor for the marine e-learning program included:

- Review and improve content for all our e-learning programs
- Prepare style sheets according to client specifications
- Write and review scripts for audio illustrations
- Conduct language training for team members
- Prepare tests and conduct interviews for candidates to assess their oral and written communication skills
- Streamline the process for content flow to the editor's desk – ensuring every piece of content is vetted
- Liaise with clients to create style sheets for each project
- Provide interactive language training sessions for team members to improve their communication skills

At Frost & Sullivan Ltd., an US-based company specializing in market research for global clients, my responsibilities included:

- Co-ordinate newsletter content for various newsletters in the Automation and Electronics broadband
- Track e-mail leads received for various sections of the newsletters



- Maintain spreadsheets for various events and conferences for the team to promote them in their respective newsletters
- Update newsletter templates
- Update training manuals
- Maintain a database of all the shipped newsletters in the server
- Liaise with the market research team to promote relevant articles and content pieces in the newsletters

Accomplishments:

- Incorporated new newsletters under my broadband
- Initiated and created new templates for existing newsletters to offer them a diverse look
- Created varied sections to keep the newsletters interesting

At Sutherland Global Services Ltd., my responsibilities included:

- Handle customer support for the Hewlett Packard account
- Handle customers' accounts personally and accessing information for the customer and providing information on service plan related queries
- Help customers identify hardware/software issues in their computer and liaise with tech support to provide them assistance
- Create records for customers and document call/case history

Accomplishments:

Handled additional responsibility as a Group Leader for a team of 5 employees which included monitoring their performance and coaching them on a daily basis to ensure the team's performance

Other Interests:

- As most writers do, I enjoy reading and writing. Although a big fan of classic literature, I can never say no to pretty much any good read. I particularly enjoy literary events and book clubs, and of course a visit to an old bookstore is a joy!
- I drive efforts for a community library at our apartment. I also help plan and host a fortnightly kids' reading session there.

Key Skills:

Content Writing

Digital Marketing

Corporate Communications

Blogs and Social Media

Editing