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OBJECTIVE

To succeed in any environment with growth and excellence as key drivers, which provides me satisfaction, self-development and helps achieve my personal as well as organization goals by seeking a challenging position at a reputed Firm.

WORK EXPERIENCE:

Bombinate Technologies – (Koo app)

Content Operations & Community Executive

- ❖ Responsible for viewing, User Moderation, User Categorization analysing User Profiles.
- ❖ Use Guidelines to determine the type of suspect.
- ❖ Build, Manage, Monitor, Review, and Testing Content & Videos to Increase Performance.
- ❖ Researching for User & App development.
- ❖ Moderating the Content on a regular basis to avoid any discomfort to the user.
- ❖ Creating Content on Trending & Hot Topics and Current Issues.
- ❖ Making New strategies to Attract Users to Use the App on regularly.
- ❖ Managing Dashboard Operations content flow and tracking User profile Handles.
- ❖ Content Moderating, Push notification, App Translations
- ❖ Managing Community Build and Weekly meetup with users
- ❖ Maintaining Daily Reports and User Based on the App
- ❖ Daily trending news and interesting memes posted on official social platforms
- ❖ Daily management of official social media accounts.

- ❖ Trending Topics and news Creating cards Daily uploaded in Official Accounts Twitter, Facebook, Instagram
- ❖ Onboarding new users to the app. And inviting users to the app,
- ❖ Brainstorming the topic and campaign ideas for healthy content flow and user engagement on the App.
- ❖ Conducting detailed content analysis of competitor Apps to plan new strategies for campaigns, contests, and content.
- ❖ Responsible for Data Analysis of daily users, retention rate, and interaction ratio.
- ❖ Searching for good content creators, onboarding them on our app, and educating them on how to become an influencer.
- ❖ Maintaining creators by persuading them to continue using our App.
- ❖ SEO keywords creator
- ❖ YouTube channel and video performance to evaluate the success of SEO strategies.
- ❖ Develop and implement SEO strategies for YouTube channel and video promotion.

Content Operations:

Melstar Information Technologies Ltd [SHARE it] 2018 -2019

Coxswain Technologies Ltd [SHARE it] 2019 -2021

- Client: **SHARE it app** - Video Operation Specialist
Content research, development, and content auditing, content labelling, Content Moderating, Push notification, Translation, Content Writing)
- Exploring content trends through regular research and analysis. Monitor hotspot, and trending topics, send notifications to users in time.
- Auditing and labeling each video content (using adequate topics, Tags and labels), editing and analysing OGC feedback, etc.
- Spot high-quality content in the community and prepare the materials for notifications, including copy text, images, videos.
- Analyze push notification data, responsible for CTR, retention, and consumption data of push users, optimize push strategy accordingly.

- Collaborating with the recommendation team to fulfil the demand in other content operations work.
- Content Operation Specialist- (SHARE it app) at Audits video
- Contents according to different categories by the process of evaluating content elements according to the company's guidelines
- Labeling (using adequate tags and labels) each content, editing and analysing the viewers feedback etc. Exploring content trends by regular research and analysis.

Labeling/Tagging content:

- Labeling the videos according to the given category
- Should decide whether the content to be published or denied
- We have been given a set of rules for labeling, and we used to give soft erosion level for the videos
- Avoiding the sexual, vulgar and sensational contents getting published in the app

Video Editing:

- Creating new videos for the categories like entertainment, food, news, WhatsApp status, etc...,
- Worked in movie operation- I used to choose movie according to audience taste (hit movies) and will give up the parts for it.
- Creating cache covers for the video

Push notification:

- Will choose a set of trending contents from various platforms and will Shortlist the videos according to its quality and reach then we will work on the thumbnail in case if the cover is not cache or doesn't relate to the video.
- Providing high quality and innovative titles for the videos to be pushed

Keywords:

- Will be giving the keywords and entities according to the video
- A set of keywords for a category so that the user can search for a particular category in the search box.

SKILLS:

- Video editing using Filmora
- SEO keywords creator
- SEO strategies



Vendhar TV, Trac Media, Chennai.
(2016 – 2018)

Technical Support,
Digital- social media,

Roles and Responsibility:

- Managed Vendhar TV YouTube channel.
- Took care of YouTube uploads and create titles and descriptions for the videos.
- Managed Face book, Twitter, Instagram and other blog accounts.
- Engaged with audience on social media platforms.
- Analyse and create report about the Performance.
- Promote Videos over social networking sites.
- Installing, configuring and administering AVID family like i news, AVID Media Composer, News Cutter, Interplay engine and ISIS concept.
- Maintaining, VIZRT CG application like VIZ Artist, VIZ Ticker, VIZ Multichannel, Harris, Nexia, Media client & VIZ Engine.
- Maintaining BARCO Video wall setup.
- Having knowledge in NAS (NAS – Network Attached Storage)
- Day to day activities of data backup& restore, antivirus-update (MacAfee).
- Configured, SMTP, POP3, and protocols for outlook express and MS outlook.

- Installation and maintenance of EBPX and CCTV setup.

EXPERIENCE:

- Worked as a Technical Support in Vendhar TV.
- System Installation, Server Maintenance, FTP File Support,
- Diva Backup and Restore, Avid, Harris Server support.
- Worked as Social Media Manager taking control over the social media
- Worked as Technical Advisor in shoots for Vendhar TV.

Education:

- Karpagam College of Engineering, Coimbatore
- B. Tech I.T | Sep 2012 - May 2015 GPA: 67%
- The Salem Polytechnic College 75% marks Computer Technologies
- SSLC St Mary's Higher Secondary School with 58% marks