

CONTACT

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- Bangalore, India
- [LinkedIn Profile](#)
- [Writing Samples](#)

TOOLS

- Adobe Suite: Photoshop, InDesign, Premier Pro, Robohelp, FrameMaker
- XML & DITA
- MS Office, MS Visio

EDUCATION

- **MA Media and Communication,**
Manipal Institute of Communication,
Manipal (July 2018 – May 2020)
- **Bachelor of Arts – Economics,**
Savitribai Phule Pune University, Pune
(June 2014 – June 2017)

CERTIFICATES

- Technical Writing, Techtotal Systems
- The Fundamentals of Digital Marketing, Google Digital Garage
- Introduction to Search Engine Optimization, University of California – Davis, Coursera Global
- IELTS (Academic)
- Cambridge English Level 1 certificate in ESOL International (Business)
- Cambridge English Entry Level Certificate in ESOL International (Business Preliminary)

Anushka Kanade

TECHNICAL WRITER | CONTENT WRITER | CORPORATE COMMUNICATIONS

Communications professional with more than 3 years of experience in creating diverse content, including blogs, articles, training guides, and brochures. Recently completed a technical writing course to further enhance my skills, bringing a blend of creativity and precision to my writing.

PROFESSIONAL SKILLS

- Crafting engaging and informative content for various platforms, including websites, blogs, and social media
- Simplifying technical concepts into clear, concise, and accessible documents such as user manuals, API, and how-to guides
- Editing and proofreading to correct errors and ensure all content meets high-quality standards
- Working knowledge of Document Development Life Cycle (DDLC) and Software Development Life Cycle (SDLC) including planning, writing, reviewing, and publishing technical documents
- Reviewing and adhering to style guide and formatting across all documentation
- Knowledgeable in SEO practices for writing including keyword optimization and metadata creation
- Crafting compelling content for various media channels, including blogs, social media, and corporate newsletters, to engage diverse audiences
- Developing internal communications materials, such as memos, newsletters, and announcements, to keep employees informed and engaged
- Creating external communications, including press releases, marketing collateral, and customer communications, to effectively convey brand messages and updates
- Managing writing projects from inception to completion, including setting timelines, coordinating with stakeholders, and ensuring timely delivery.
- Knowledgeable in project management tools such as WordPress, Confluence, & Jira
- Languages – English, Hindi, Marathi

EXPERIENCE

PR ASSOCIATE, BRIGHT MONEY

January 2024 - Present

Developing and managing Bright's communications. Additionally, supporting content writing efforts by generating both short and long-form content, including blogs, emailers, brochures, and presentation materials. Offering support to the HR team as well in recruitment and talent acquisition processes.

SENIOR ACCOUNT EXECUTIVE, EDELMAN INDIA

November 2021 – November 2023

Started working as an account executive for BFSI clientele and moved to a senior pr executive role to develop, implement, monitor, and evaluate communications strategies. Supported the communication objectives and maximize positive exposure in regional, national, and international markets.

BRAND SERVICES ASSOCIATE, PUBLICIS BUSINESS

2021

Worked in the client servicing department for B2B Marketing clients and handled their daily requirements to ensure timely delivery, smooth execution process, and effective communication.

INTERNSHIPS

Public Relations Intern – Ruder Finn India (2021)

Social Media Marketing Intern – Media Moments (2020)

Advertising Intern – Publicis Business (2019)