

Divya Sharma



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WORK EXPERIENCE

Fresh Brigade, India

SENIOR CONTENT WRITER

Apr-2018 – present

JOB ROLE & RESPONSIBILITIES

- Assists Content Manager with training and mentoring Assistant Content Specialists in writing techniques and CMT writing guidelines
- Proactively identify and resolve gaps in the content development support structure and improve workflow processes
- Manages members of the creative team to deliver great work and mentors them on their career development
- To self-manage, drive initiatives and execute tasks to completion
- Manage concurrent content development projects effectively and on time and within budget
- Works with marketing and content team to develop compelling infographics for B2B and B2C technology audiences & working knowledge of principles of SEO including keyword research
- Proofread, edit and improve print and digital content/collateral based on client's requirements

Zucol Services Pvt. Ltd. (LocusRAGS, India)

**Management Content Expert
2018**

Aug-2017 to May-

- Assists Manager, Content Quality with the development and entry of content into system; share ideas for the effective use of the system
- Performs self-check of work products and coordinates independent quality control review in accordance with internal quality procedures
- Good at time management and tracking work flow. Edit your own work based on feedback provided by the Marketing team
- Work with senior team members to develop site content
- Work with Partner Marketing and broader Media Partnerships teams across Sports, Social Good and Entertainment to develop educational content
- Work closely with Product Marketing Managers to gather product and customer knowledge to execute projects

Colleagues Cron IT Solutions

**Content Writer – Executive
2017**

Mar-2016 to Apr-

- Work with strategic planners, business owners, and other creative team members to concept, develop and produce brand stories. Working knowledge of network technology and devices as well as web/app UI
- Work creatively with our digital marketing team and our development teams to develop layout for various content and communication pieces. Help standardize department procedures to develop, publish, and manage content
- Develop meaningful positioning for business units and functions that effectively communicates differentiators to customers and industry influencers
- Team player with the confidence to take the lead and guide other employees when necessary (e.g., with content development, creation, and editing of content)

EDUCATION

- **Masters in Accounts & Business Statistics**

UNIVERSITY OF BIKANER, INDIA – 2017

- **Bachelors in Commerce**

UNIVERSITY OF RAJASTHAN – 2015

SKILLS

- ✓ Good writing style that is accurate and adaptable, with an impeccable use of grammar

- ✓ Excellent writing and editing skills including strong attention to detail
- ✓ Excellent written and verbal communication skills and a demonstrable reasoning ability to explain and pitch ideas
- ✓ Ability to perform multiple tasks concurrently while meeting quality objectives
- ✓ Detail orientated and who can quickly learn different industry terminology
- ✓ Strong time management and organizational skills; ability to prioritize and multi-task
- ✓ Strong understanding of professional services marketing
- ✓ Ability to build strong working relationships across all levels of the organization
- ✓ Ability to provide creative direction (you don't have to be a graphic designer, but you should be able to give direction to one)
- ✓ Ability to work quickly and to agreed daily targets