

Tanya kanchan

CONTENT DEVELOPER AND MARKETING MANAGER

Executive Profile

I am a highly-motivated and driven Content Developer and Marketing Manager who has experience of planning, production and distribution of content across various digital channels. I'm currently looking for an exciting place to work and showcase my skills.

Skills

- Content Development
- Editing & Proof Reading
- Social Media
- Content Marketing
- Photoshop
- MS Office
- Google Ads, Analytics

Contact Details

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Work Background

Quality Auditor For Digital Operations Team Cognizant | December 2018 - Present

- Training, Performance Evaluation and Alignment of New Employees
- Handling project merger with Genpact
- AD curation and automation for Google's clients
- Compiling educational guidelines and presentations for sessions and meetings

Content Developer And Editor

Wroops | March 2017 - December 2018

- Developing and editing content for various social media channels
- Allocating content to the writers' team, ensuring deadlines are met
- Strategizing and planning content curation and distribution in advance

Content Developer And Editor

Wittyfeed | January 2016 - December 2016

- Creating website content, blogs and articles depending on the trend
- Curating branded content
- Co-ordinating with social media and graphic design teams for designing posts for social media pages.
- Allocating content to the team
- Hiring and training new writers and freelancers

Education & Training

Delhi University

Bachelors In Commerce (Hons) | 2011-2014

Devi Ahilya Vishwavidyalaya

Masters In Mass Communication | 2014-2016

Internships

Doordarshan

Techniques of Television and News Production I
December 2014- Jan 2015

Wittyfeed

Content Writer I September 2015 - October 2015

Certifications

Google Ads Display Certification

Credential ID: 77981255

Google Ads Search Certification

Credential ID: 79168025

Google Ads 360 Mobile Certification

Credential ID: 79551557

Digital Marketing By Google

Credential ID: B6K GS8 DJQ

References

Swati Aggarwal

Cognizant I Email ID:

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Devesh Verma

Wittyfeed I Email ID: Devesh@savagehumans.com

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