

Richa Ojha

Rchojha16@gmail.com [9990007754]

Personal Summary

Working on Documenting Standard Services as a basis for developing custom solutions that deliver business outcomes. Working for more than four years in conjunction with multiple teams to address relevant customer use cases.

WORK EXPERIENCE

Cybernetyx Technik Pvt Ltd, Bangalore Product Communication Manager Dec 2019-Present

Under team guidance, compose website content, guest columns, marketing collaterals, guidebooks, SM posts, blogs, brochures, video scripts, UI/UX, and presentations.

Roles and responsibilities are:

- Develop content for multiple platforms, such as websites, emailer, SEO, videos scripts, blogs, articles, press release, info-graphics
- UX writer for apps, and chatbots
- Use SEO strategies to maximize the online visibility of the written piece
- Features and opinion pieces as guest columns for magazines
- Coordinate with marketing and design teams to illustrate articles
- Manage Content Dashboard on Trello board
- Prepare User Manual of software products

XIPHIAS Software Technologies Pvt Ltd. -Bangalore Senior Content Writer NOV 2017 - Oct 2019

Under general direction, analyze and interpret information to compose marketing/sales collaterals, proposals, brochures, UI/UX, and presentations.

Worked on a digital payment project - **XPay.Life**, an NPCI/BBPS Approved agent institution expanding the bill payment sector by facilitating Full-spectrum bill payment through the Mobile App, Web, ATP(Any-Time-Payment) Kiosk, PoS machines, and Mobile Van.

Specific responsibilities are:

- Create documentation plans and schedules for portfolio services and capabilities.

- Composing and tracking product-specific content deliverables.
- Determine needs and designs appropriate text of new offers and capabilities of documents.
- Collaborate with Development, Marketing, and other teams to drive and support the development of new offers.
- Assist the Portfolio Architect, Marketing, and Stakeholders in the development of appropriate collaterals, customer references, and success stories that promote the value of XIPHIAS.
- Development of content for a wide range of marketing and communication elements
- UX writer/ Product writer, Video scriptwriter, Corporate Presentations, VC Investor Presentation
- Creating promotional and non-promotional content for voice, email, chat, social media channels
- Finalizing Content for templates, newsletters, designs, formats and discuss the same with different stakeholders
- Organize and prepare Standard Operating Procedures for Products
- Use photographs, drawings, diagrams, animation, and charts that increase users' understanding
- Proofread content across platforms & media
- Reviewing the digital content for publication on the website and marketing emails
- Content for Emails/brochures/newsletters/event management
- Update Company Handbook including Code of Conduct and HR Policies

PCS Technology, Gurgaon Content Writer, Feb 2014-Sept 2014

- UX Writer
- Creating concise, eye-catching, and innovative headlines
- Researching and organizing facts and sources
- Consistently brainstorming and collaborating with team for innovative ideas and strategies
- Building a brand on social media with creative work
- Researching markets and industries to compare and create content that is innovative and original
- Collaborating with creative team, and designers
- Writing a wide variety of topics for multiple platforms (website, blogs, articles, social updates, banners, etc.)

The Pioneer News Paper, Ranchi Staff Reporter Oct 2008-March 2010

- *Writing News*

- *Collecting News*
- *Field Work*
- *Comparing HIT and MISS*

Academic Background

LUCKNOW UNIVERSITY

*M.A. in Linguistics, Received Gold Medal
2010-2012*

St. Xavier's College, Ranchi, Jharkhand

*B.A. in Functional English,
2006-2009*

Personal Information

Date of Birth: Nov 16, 1989

Marital Status: Married

Place: Bangalore