Richa Ojha

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Personal Summary

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

WORK EXPERIENCE

XIPHIAS Software Technologies Pvt Ltd. -Bangalore

Senior Content Writer NOV 2017 - Present

Under general direction, analyse and interpretl information to compose marketing / sales collaterals, proposals, brochures and presentations.

Specific responsibilities are:

* Create documentation plans and schedules for portfolio services and capabilities.
* Tracking of 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 development of appropriate collaterals, customer references and success stories that promote the value of XIPHIAS.
* Development of content for wide range of marketing and communication elements
* UX writer/ Product writer, Video script writer, 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

* 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.)

VPromise Technologies Pvt Ltd, Gurgaon

Content Writer, May 2013-Jan2014

* Core website copy
* Blogs and news articles
* Core website copy
* Blogs and news articles
* Social media posts

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*