



# Shweta Pradhankar

## Content Management Executive

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### WORK EXPERIENCE

7 Years

### ABOUT ME

A meticulous professional with over seven years of experience in content management. Ability to prioritize and execute multiple projects and deadlines concurrently. Transcendent organizational, time management and interpersonal skills. Proficient in developing end-user content for various domains such as travel, telecommunication, hardware, and software. Works directly with development and test teams to gather source material and review documents. Quick learner who strives to increase her knowledge of computer technologies and enjoy learning new software products and content development tools. Experience in SEO, blogs and marketing content.



### Education

#### Bachelors, Science

Shivaji Science College, Amravati  
Amravati University  
Amravati, Maharashtra

Graduated, July 2008

Marks 60.33%

Division 1

#### HSC, General Science

Samarth Junior College  
Maharashtra State Board  
Amravati, Maharashtra

Completed, July 2004

Marks 64%

Division 1

#### SSC

Samartha Highschool  
Maharashtra State Board  
Amravati, Maharashtra

Completed, July 2002

Marks 64%

Division 1



### Skills

- Deep knowledge of Content Management tools like RoboHelp and eGain
- Strong knowledge of language vocabulary and grammar
- Possess excellent leadership and interpersonal skills for managing work and tasks
- Able to meet deadlines
- Knowledge of various content management tools like RoboHelp, MS-Vision, etc.
- Knowledge of graphics programs such as Adobe Photoshop, Pagemaker and Corel Draw.
- Knowledge of online campaign management, Pay-Per-Click (PPC), Ad Copy Creation and keyword management in SEM.
- Content authoring with KM tool (eGain)



## Work Experience

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July 2017 – Current

### **Content Lead**

Technosoft Engineering Ltd.  
Thane, Mumbai

- Manage projects and serve as primary liaison between clients and multiple internal groups to ensure clarity of goals and adherence to deadlines.
- Lead a team of content writers and SEO executives.
- Ideate and build content strategies for blogs, websites, social media, etc.
- Mentor lower performing team members to raise expected company metrics.
- Conduct audits and RCAs to maintain the quality of the content.
- Act to reduce high performer attrition.
- Proofread/edit content written by freelancers or in-house writers.
- Publish text with an eye to information architecture and usability.

March 2015 – Dec 2015

### **Sr. Content Management Executive**

Reliance Jio Infocomm Ltd.  
Ghansoli, Navi Mumbai

- Helping in design, development, and implementation of content strategies using various content management tools.
- Creating and adding related articles, macros and quick links on the portal.
- Contributing to the definition, development, and visualization of the structural user interface.
- Developing user manuals, application administration, and installation documents.
- Creating SOPs, how-to guides, decision tree, troubleshooting, and other self-help documents.
- Review, edit and approve all content flowing to the website.
- Training new hires on the overall content management process.

Jan 2011 – March 2015

### **Search Engine Marketer**

Lester Infoservices Pvt. Ltd.  
Turbhe, Navi Mumbai

- Create blogs for websites and social platforms.
- Write creative headlines and articles for the press release, blogs, and ad copies.
- Take care of metadata tagging and write product reviews.
- Work with website development team to drive SEO activities.
- Keyword analysis.
- Review, edit and approve all content flowing to the website.

July 2009 – Dec 2010

### **Content Writer**

Lester Infoservices Pvt. Ltd.  
Turbhe, Navi Mumbai

- Conduct website research of the assigned product supplier company.
- Create content for all product offerings.
- Create company profiles which include the company's ownership, main business area, certification acquired (if any), products and services rendered and industries served.
- Repurposing and taxonomy classification of content for better readability.
- Ascertain that the keyword density is maintained for Search Engine Optimization (SEO) and Search Engine Management (SEM) purposes.



## Computer Proficiency

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- Word 2010
- Excel 2010
- Power Point 2010



## Languages

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- English
- Hindi
- Marathi



## Personal Interests

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- Playing Volleyball
- Travelling
- Reading technology content
- Playing Badminton
- Photography



## Personal Details

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Father's Name:	Mr. Shashikant Pradhankar	Marital Status:	Single
Birthday:	November 27, 1986	Nationality:	Indian
Gender:	Female		

## Declaration

I, Shweta Pradhankar, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

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Shweta Pradhankar

Mumbai, Maharashtra