



Swarn Kumar Mehto

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WORK EXPERIENCE

Content Operation Excutive

Gem Records Entertainment Pvt. Ltd [20/10/2022 – Current]

City: Delhi

Country: India

1. **Content Strategy:** Developing and executing content strategies aligned with business goals and target audience interests.
2. **Content Creation:** Overseeing the creation of various types of content such as articles, blog posts, videos, infographics, and social media posts.
3. **Content Planning:** Planning the content calendar to ensure a consistent flow of content that meets audience needs and engages them effectively.
4. **Content Distribution:** Managing the distribution of content across various channels including website, social media, email, and other platforms to maximize reach and engagement.
5. **Content Optimization:** Analyzing content performance and making recommendations for optimization based on data and insights.
6. **SEO and Keyword Research:** Conducting keyword research and implementing SEO best practices to improve content visibility and search engine rankings.
7. **Content Promotion:** Developing and implementing promotional strategies to increase the reach and visibility of content.
8. **Team Management:** Managing a team of content creators, editors, and other professionals to ensure the timely delivery of high-quality content.
9. **Collaboration:** Collaborating with other teams such as marketing, design, and product development to align content strategies with overall business objectives.

Computer System Excutive

Aruna Ayurveda [16/11/2021 – 13/10/2022]

City: Delhi

Country: India

- Maintenance of computers
- Exports Leads
- Packing
- Team Lead

EDUCATION AND TRAINING

10th

Central Board of Secondary Education [2017 – 2018]

City: Kirari

Country: India

Website: <https://www.cbse.gov.in/>

12th

National Institute of Open Schooling [2021 – 2022]

City: Delhi

Country: India

Website: <https://www.nios.ac.in/>

Information Technology Enabled Services & Management (ITESM)

Rajokari Institute Of Technology [2019 – 2021]

City: Rajokari

Country: India

Website: <https://dseu.ac.in/rajokri/index.html>

LANGUAGE SKILLS

Mother tongue(s): **Hindi** | **Bhojpuri**

Other language(s):

English

LISTENING A2 READING A2 WRITING B2

SPOKEN PRODUCTION A2 SPOKEN INTERACTION A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user

DIGITAL SKILLS

Microsoft Word / Microsoft Excel / Zoom / Adobe Photoshop / Video editing: Kinemaster / Google Drive / Social media (Facebook, Instagram, Twitter, Pinterest, YouTube, Telegram, LinkedIn) / Facebook, Facebook Ads / Very proficient computer user / Streaming Platforms (YouTube, Spotify, Deezer, Apple Music) / cosmos / BELIEVES IN TEAMWORK

DRIVING LICENCE

Driving Licence: AM

Driving Licence: A1

Driving Licence: A2

Driving Licence: A

Driving Licence: B1

Driving Licence: B

Driving Licence: BE

Driving Licence: C1

HOBBIES AND INTERESTS

Learning languages

I am passionate about learning languages as a means of exploring new cultures and fostering cross-cultural communication. I believe that language proficiency enhances not only personal development but also professional opportunities, as it enables me to connect with a diverse range of people and understand different perspectives.

Travel

I have a deep passion for travel, which I view as a valuable opportunity to broaden my horizons, experience new cultures, and gain a deeper understanding of the world. Traveling has not only enriched my life personally but has also enhanced my adaptability, open-mindedness, and ability to thrive in diverse environments, all of which are valuable skills in both professional and personal contexts.

Technology

I am fascinated by technology and its ability to transform the way we live and work. I actively seek to stay informed about the latest technological advancements and enjoy exploring how these innovations can be applied to solve real-world problems. My passion for technology drives me to continuously learn and adapt, ensuring that I am equipped with the skills and knowledge necessary to thrive in an ever-evolving digital landscape.