



MADHIRA SAI NAGA PAVAN

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► ABOUT ME

As an Senior Editorial associate analyst professional with four years of hands-on experience in content operations I possess a strong command of Microsoft Word, Excel, and PowerPoint. My proven track record in successful project management ensures the delivery of high-quality, engaging content with meticulous attention to detail. Additionally, I have a strong knowledge of industry-standard tools such as Adobe Photoshop, InDesign, Adobe Analytics tool ,CMS, VOD

► WORK EXPERIENCE

Pocket FM (Senior Digital Content Management) (April 2024- January -2025)

Key responsibilities:

- Develop high-quality, engaging content for various digital platforms including websites, blogs, social media, and email campaigns.
- Collaborate with the marketing team to plan and implement effective content strategies that drive traffic, engagement, and leads.
- Monitor and analyze the performance of content using tools like Google Analytics, and use insights to improve future content strategies.
- Create and manage content for social media channels, engage with the audience, and monitor social media metrics.
- Maintain and update content on the company's website and other digital platforms using content management systems (CMS).
- Edit and proofread content to ensure accuracy, clarity, and consistency.
- Collaborate with writers, editors, and other team members to ensure smooth workflow and timely delivery of content.

Thomson Reuters (Senior Editorial Associate) Feb 2023- March 2024

Key responsibilities:

- Review and edit written materials for grammar, punctuation, spelling, and style consistency to ensure high- quality, error-free content
- Verify the accuracy of facts, statistics, and references in articles, ensuring that all content is credible and reliable
- Assist in formatting and structuring content for publication, ensuring it is visually appealing and aligns with the organization's style guidelines.
- Monitor and respond to comments, feedback, and inquiries from the audience to build community and enhance reader engagement.
- Collaborate with writers, editors, and other team members to ensure smooth workflow and timely delivery of content. This may include managing editorial calendars, deadlines, and project timelines
- Stay informed about industry trends, emerging risks, and best practices in trust and safety.
- Communicate effectively with users, both proactively and reactively, to address concerns, clarify policies, and provide assistance.

► EDUCATION

- AVN college engineering and Technology (JNTU HYD) B. TECH (Computer Science Engineering) Completed in 2019
- TRR college and Technology (SBTETTS) Diploma (Mechanical) Completed in 2016
- Dilsukhnagar Public School (State Board,TS) 10thCompleted in 2013

► TECHNICAL SKILLS

- MS Office
- MS Excel
- MS PowerPoint
- LUCID CHART
- Adobe Analytic
- CMS
- Analyst
- Google Analytics

► SOFT SKILLS

- Observation
- Decision making
- Communication
- Multi-tasking
- problem sloving
- Collaboration
- Critical Thinking

Technical skills

- Adobe Creativecloud
- FCP
- Davinci Reslove
- UX Design
- VOD
- DCP

Languages

English
Telugu
Hindi

Accenture Information Technology company

(Business Operations, Trust and Safety Content Management) January2021 – January 2023

Key responsibilities:

- Analyze data related to user activity, transactions, and interactions within the platform to identify patterns, trends, and potential issues.
- Utilize data to create reports and dashboards that provide insights into trust and safety metrics. Assess and evaluate potential risks associated with user behavior, transactions, or content.
- Develop and implement strategies to mitigate identified risks and maintain a safe and secure environment.
- Assist in the development and refinement of policies related to user conduct, content guidelines, and overall platform safety. Enforce policies consistently and fairly, taking appropriate action against violations.
- Investigate user-reported issues, potential policy violations, or suspicious activities.
- Collaborate with other teams, such as legal and customer support, to address and resolve incidents effectively. Monitor the platform for compliance with safety and security policies.
- Generate regular reports on key performance indicators (KPIs) related to trust and safety metrics. Provide feedback on existing policies and procedures to enhance their effectiveness

ETV Private Limited

(Social Media content management)January 2020 – December 2020

Key responsibilities:

- Develop engaging and creative video content for social media platforms based on the brand's voice and strategy.
- Brainstorm and pitch ideas for video campaigns, series, or one-off content.
- Edit and assemble raw footage into polished, high-quality videos using video editing software
- Ensure videos align with the brand's visual identity and messaging
- Schedule and publish videos on various social media platforms, considering optimal posting times and frequency
- Monitor and respond to comments, messages, and engagement on social media channels. Track the performance of video content using analytics tools
- Analyze engagement metrics and adjust content strategies based on performance
- Ensure all video content meets quality standards, including resolution, sound, and overall production value.
- Stay flexible and adapt to changes in social media algorithms, platform policies, or industry trends.