

VINOD PATEL

Content Strategist, Writer & Editor, SMM

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Professional Spotlights:

- ✓ **7+ years of extensive experience in Content Research, Planning, Writing, Blogging, PR & Social Media Management and Marketing.**
- ✓ I have extensive knowledge & widespread experience of writing **blogs, articles** and **video scripts** on various topics.
- ✓ Experience of doing **keyword-based research** and **investigative substance-based research** on any given topic using a range of tools and methodologies.
- ✓ Strong **team building, People & Project Management** skills and have good exposure to various business climates. **Spearheaded teams of about 20+ professionals.**
- ✓ A **self-motivated** professional with **competent verbal and written communication** skills, **analytical, interpersonal, presentation, leadership skills** and has proven to **be a good team player.**
- ✓ Established and successfully managed a **Socio-Political 'Content & Influencer Marketing' agency** in Madhya Pradesh. Successfully delivered in **2018 Assembly & 2019 General Elections** from **BJP**. We were the de-facto content team of **BJPMP**.
- ✓ Experience of establishing, managing & Leading an Online News Media Outlet <https://www.NationKnows.com/>.
- ✓ Experience of Editing & Publishing Monthly Magazine (Samples can be produced).

Management Proficiency & Experiences:

- ★ **Leadership:** I have been a **Founder, Leader & Manager** at different times in my career. **Led teams of 20+ team members.**
- ★ **Writing Proficiency:** I have extensive knowledge & widespread experience of writing blogs, articles and video scripts on various topics. I can also do research on any given topic using a range of tools and methodologies.
- ★ **Language Proficiency:** I'm a native Hindi speaker, reader & writer with absolute command on grammar & substance. I also hold a good command over reading, writing & speaking English language.
- ★ **PR & Social Media Management:** Extensive experience in managing PR & Social Media Platforms for various organizations & Individuals of Repute.
- ★ **Project Management:** Hand-on **Content/Project Planning & Management** and **Process oriented execution.**
- ★ **Commerce & Economics:** Being a graduate & post graduate in Commerce, Accounts & Economics; I carry a rich understanding of the jargons, terminologies & concepts of businesses, financial market, Commerce & Economics and Social Media.
- ★ **Office Management:** I have experience in managing a corporate office for a team of 30+ professionals that includes Inventory Management, Hiring, Payroll & Taxation, Expense Management, Attendance etc.

Technical Proficiency:

- ✓ Internet & Communication Tools :
 - o **Research based Content writing and Blogging** on various platforms like **WordPress** and **blogger**.
 - o Strong understanding and intermediate **practical implementation of SEO**.
 - o Extensive experience of **Social Media Management & Social PR** on various platforms including **Website, LinkedIn, Twitter, Facebook, Instagram, YouTube**, etc.
 - o Live **Broadcasting** via **XSplit, YouTubeLive, FacebookLive & TwitterLive**.
 - o Web / Video Conferencing/Meeting via Zoom, Google Meet, Team Viewer & Skype.
- ✓ Office Automation : MS Office including Word, PowerPoint, Excel, Outlook, Google Docs
- ✓ Typing Proficiency : Hindi, English
- ✓ Operating System : Windows - XP / 7 / 10 /11, Ubuntu

Employment Snapshots:

Organization	Duration (DD/MM/YYYY)	Designation
Bada Business Private Limited	08/12/2022 To Present	Content Strategist, Lead Writer & Content Marketing Associate
Bharatfirst Technologies Private Limited	06/04/2022 To 30/11/2022	Content Strategist & Marketing Associate
NationKnows.com	01/05/2019 To 31/03/2022	Founder & Chief Editor
Sciennovation Technologies Private Limited, India	19/12/2016 to 28/02/2019	Accounting & Office Administration

Noteworthy Projects:

Role	Client	Responsibilities
Content Strategist, Lead Writer & Content Marketing Associate	Bada Business PVT LTD which is an initiative of Dr. Vivek Bindra	Plan/Manage/Produce Content Marketing according to Content Calendar for all the SM Platform of Bada Business and Dr. Vivek Bindra
Content Strategist, Lead Writer & Content Marketing Associate	Bada Business PVT LTD which is an initiative of Dr. Vivek Bindra	“Indian Business Tales” in which I created Reels and Carousel posts for various Brands. Sample: https://www.instagram.com/reel/C32kCF3pw8b/?igsh=YmE0eWYxdWp4ZW4z
Content Strategist, Lead Writer & Content Marketing Associate	Bada Business PVT LTD which is an initiative of Dr. Vivek Bindra	Create Content Campaigns Time to Time for the company e.g. We created a Campaign in which, had requested the government to honor Sam Manekshaw with Bharat Ratna.
Content Strategist & Marketing Associate	Paavan App is a free Indic learning and spirituality app built for Bharat. https://paavan.app/	Create innovative Content Strategy, Write unique, eye catchy and

		knowledgeworthy content, Online Marketing & Digital Branding of Content
Founder, Content Writer, Editing & Publishing	www.NationKnows.com	Managing Organization, Writing Articles & Video Scripts and Publishing on online portal & Via a monthly Magazine.
Project Manager - Content Development	BJPMP for Assembly Election 2018	Led team of 10+ professionals, Content writing, Proof Reading & Reporting
PR & SM Management	Bharatiya Janata Party Madhya Pradesh	Project Management, Content Writing, Content Dissemination
PR & SM Management	Then State President of BJPMP & Member of Parliament, Jabalpur Mr. Rakesh Singh	Project Management, Content Writing, Content Dissemination
PR & SM Management	Member of Parliament Ujjain Mr. Anil Firojia	Project Management, Content Writing, Content Dissemination
PR & SM Management	Member of Parliament from Dhar Mr. Chhatar Singh Darbar	Project Management, Content Writing, Content Dissemination
PR & SM Management	MLA from Mahidpur, Ujjain Mr. Bahadur Singh Chouhan	Project Management, Content Writing, Content Dissemination

Qualifications:

- ★ **Master of Commerce** from **Vikram University, Ujjain MP in 2013.**
- ★ **Bachelor of Commerce** in **Computer Application** from **Vikram University, Ujjain MP in 2010.**
- ★ **HSC (10+2)** from **Model H. S. School, Sanwer Road, Ujjain in June 2007**
Board: BOARD OF SECONDARY EDUCATION, MP
- ★ **High School (10th)** from **Saraswati Vidhya Mandir, Rishinagar Ujjain in June 2005.**
Board: BOARD OF SECONDARY EDUCATION, MP

Declaration

I hereby declare that the information furnished above is true and correct to the best of my knowledge and belief.

DATE : / /

PLACE :

Vinod Patel