**Anand Tripathi**

**Contact:** +91-9599401711 **|** **E-Mail:** [t4tanandd@gmail.com](mailto:t4tanandd@gmail.com) **| Location:** Mayur Vihar Phase-1,New Delhi, India

***“Seeking suitable job post in the area of content development/proofreading/digital marketing within the media/IT/edtech/fintech industry.”***

**Skills & Competencies**   
• Creative Writing • Digital Marketing • SEO Writing • Fact checking • Content Editing/Curation • Content Research • Copywriting • Social Media Monitoring • Proofreading • English-Hindi Translation/Transcription • News analysis •MS Office • Regulatory Affairs • AI Training • ChatGPT • Stock Market • Team Management • Quality Management

**Work Experience**

**Organisation: Credgenics**

**Delhi | (March 2023 – Present)**

**Role: Proofreader Specialist**

***Responsibilities:***

* Proofread materials at every stage including draft, design, layout, and final document
* Create, curate, review, quality check, and validate content with AI tools and innovative techniques
* Research, define, and execute content strategy
* Generate engaging content for websites and social media platforms
* Check for spelling, punctuation, grammar, consistency, and client guidelines
* Generate/trigger legal notices through Credgenics portal
* Organise and sort data provided by client through MS Excel
* Coordinate with other team members and department
* Set and strictly follow SOP and deadlines

**Organisation: Bada Business Private Limited, Delhi | (October 2020 – January 2023)**

**Role: Assistant Manager – Content**

***Responsibilities:***

* Develop SEO-friendly content for social media websites and online courses
* Develop assessments, question banks, reading material, and FAQs for online courses
* Proofread content for grammar, spelling, and punctuation errors
* Translate/transcribe content as per customer demand
* Edit and revise existing content to improve accuracy, clarity, and readability
* Handle a team of content writers, editors, and proofreaders
* Research subject related content and present new ideas
* Write video scripts for academic and business courses
* Research and write engaging content on a variety of topics, such as business, finance, stock market, lifestyle, and technology
* Collaborate with other writers and editors to ensure quality and accuracy of content

**Organisation: Business News and Information Services** ([**Press Monitor**](http://www.pressmonitor.com/)**), Noida | 4 years 10 months (Feb 2016 – Oct 2020)**

**Roles: Content Writer/Sub Editor/Social Media Analyst**

***Responsibilities:***

* Researched and developed content that meets the requirement of the clients
* Summarized articles, reports, news debates, and interviews
* Factchecked content posted on social media platforms and news websites
* Monitored and analyzed online/offline news/posts related to our clients using various tools such as Google Alert, Meltwater, Hootsuite, Google Analytics, and Feedly
* Translated audio-visual media and documents in English-Hindi domain
* Handled and optimized social media accounts and developed strategies to increases engagement
* Managed a team of in-house translators and freelancers

**Organisation: Innovation Meditech, Medical Service Provider, Delhi | 11 months (March 2015 – Jan 2016)**

**Roles: Business Development Executive and Project Coordinator**

**As a Freelancer:**

* Developed and Translated more than 100 articles, videos, and documents for many private and government clients including US Embassy in India, MHRD, MEITY, and CDC
* Proofread and curated news and articles for US Embassy in France
* Developed subtitles for more than 10 Hindi & English movies and documentaries
* Provided my services as AERB consultant to various companies

**Education**

* Pursuing PGJMC from IGNOU
* 2013B. Tech. (Bachelor of Technology) in Electronics and Instrumentation from BBD National Institute of Technology and Management
* 2007        XII from UP State Board
* 2005        X from UP State Board

**Additional Qualification/Certifications**

* Successfully completed QADXE training organized by BARC (Bhabha Atomic Research Center), Mumbai in 2021
* Completed training on Risk Management Requirements & Implementation, Internal Audit, Measurement & Uncertainty (Quality Council of India) in 2023
* Completed “Digital Marketing Course,” “Trading Master Class,” and “ChatGPT Complete Guide” from Udemy in 2024
* Completed “Proofreading and Copyrighting” Course from Udemy
* Completed training on VLSI and Embedded Systems organized by Motilal Nehru National Institute of Technology in 2011

**Achievements & Awards**

* Participated and won awards in national/international Chess tournaments
* Awarded Bada Business Achievers Award in 2022 for achieving extraordinary results and constantly performing great work
* Increased the number of followers on “India in Bangladesh” Facebook page by 100 thousand within a month

**Personal Snippets**

Date of Birth: 5th January 1991

Linguistic Abilities:  English and Hindi