

# SHIV SHARMA

## CONTENT MANAGER

Email: shiv14star@gmail.com

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Birth Date: Feb 8, 1991 (Age 25)

I am a writer who enjoys creating well researched content to grow SaaS businesses. I specialize in explaining complex ideas with clarity.

## SKILLS

- Content writing
- Email marketing
- A/B testing
- Google adwords
- SEO
- Project management
- Video editing
- Product demos

## SOFTWARE

- Taskworld
- Intercom
- Zendesk
- Google analytics
- Optimizely
- Premiere Pro

## LANGUAGES

- English (native)
- Hindi/Urdu (native)
- Japanese (JLPT-3)
- Punjabi (fluent)

## EDUCATION

University of Delhi (SSCBS)  
2009-12, Bachelor of  
Business Studies (74.3%)

## EXPERIENCE

### Head of Content

Taskworld | Oct 2014 - Present | Bangkok, Thailand

- Joining as a blog writer, I assumed more responsibilities in product development, customer support and business development to become Head of Content.
- Overhauled Taskworld's brand by rewriting Taskworld's website and engagement emails from scratch.
- Contributed articles to renowned business publications like Recruiter and Entrepreneur.
- Created video tutorials and held workshops to introduce Taskworld to project managers.
- Improved almost all major content marketing stats over the course of two years - website conversion rates, blog views, leads and email engagement rates.

### Trails & Operations Trainer

Walt Disney World | April 2013 - May 2014 | Florida, USA

- Educated guests at Disney's Animal Kingdom about Indian culture & wildlife through interactive games and workshops.
- Awarded the prestigious Disney Service Award for outstanding performance and dedication to Disney's values.

### Program Analyst

Japan Foundation | December 2012 - April 2013 | Delhi, India

- Organized events to promote Japanese culture in India.
- Started JF Cinema Club and doubled the average attendance at Japanese film screenings in 4 months.
- Organized Akira Kurosawa film festival across India.

"Shiv is an excellent writer and communicator. He single handedly evolved Taskworld's blog and website. I would highly recommend him to any company."

- Mallika Turilay (Creative Director,  
Taskworld)

"Shiv was a peer leader and trainer of the team. He showed a high level of integrity and was highly respected by all. Shiv constantly gave 110% and his positivity was infectious."

- Jennifer Marsico (Education Manager, Walt  
Disney Company)