

MADHUSHREE BHARATI

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MADHUSHREE BHARATI
BE (Bachelor of Engineering)
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Current City: Bangalore

Key Points:

5+ years in Content and Digital Marketing – Content Writing, Content Management, Keyword Research, Ecommerce, Link Building, Social Media Posting and more

Career Objective

I am an individual willing to work with an efficient and challenging team where I can enhance my skills in a well-established company where work will be rewarded professionally in a straightforward way.

Profile Summary

- 5+ Years of experience in Digital Marketing as Content Writer, Social Media Handler, Link Building and more.
- Managed Content Management Systems, SEO tools, Keyword Research Tools, Mail Chimp and more
- Excellent interpersonal, communication and organizational skills with proven abilities in marketing and website management.
- An out-of-the-box thinker with a flair for identifying & adopting emerging trends & addressing industry requirements to achieve organizational objectives and profitability norms.

Educational Background

Academic	CGPA / %age	Name of the Institution	Board	Year
10th	86.5%	Don Bosco School	SEBA	2008
12th	70.6%	Cotton College	AHSEC	2010
BE	72.8%	The Oxford College of Engineering	VTU	2010-14

Roles and Responsibilities

- Creating SEO friendly contents for websites
- SEO Friendly links through Social Bookmarking, Local Listing, Business listing and more
- Creating meta title, descriptions, Htags to suit SEO requirements
- Keywords research for content writing and Meta Tags
- Writing Technical as well as Marketing Blogs for Company's website
- Doing Quality Analysis of all Content to be published in Company's website
- Creating Email content for Lead Generation Campaigns
- Creating engaging social media contents across all channels.
- Coordinating with Sales teams as well as marketing teams to create contents and match marketing goals.

Work Experience:

Industrial IT Solutions: Senior Marketer (November, 2018 – April 2020)

As a sole marketing professional in the organization my job was mostly initiative and required a lot of self-learning, my tasks in the organization include:

- Creating SEO friendly contents for websites
- SEO-friendly links through social bookmarking, Local Listing, Business listing and more
- Creating meta title, descriptions, H-tags to suit SEO requirements
- Keywords research for content writing and Meta-tags
- Writing technical as well as marketing blogs for company's website
- Doing quality analysis of all content to be published in company's website
- Creating email content for lead generation campaigns
- Creating engaging social media contents across all channels.
- Coordinating with sales teams as well as marketing teams to create contents and match marketing goals.

Alten Calsoft Labs: Content Writer (Sep, 2016 – October 2018)

As a content writer I worked mainly on creating SEO friendly contents for the corporate website. I also handled additional task including:

- Creating SEO friendly landing pages for corporate websites
- Creating blogs on a regular basis for the titles given by the SEO person
- Creating video and photo contents for corporate social media channels.
- Posting contents on regular basis for corporate social media channels
- Managing website's content management systems to regularly make changes to contents
- Managing Callidus Cloud (email marketing tool) to support presales team
- Working closely with the design & development team

Intellipaath Solutions: Content Marketer (Jan, 2016- Aug, 2016)

As the sole content marketer my job profile revolved around content writing, some of my responsibilities includes:

- Creating website contents for the business website
- Creating blogs on a periodic manner based on requirement
- Writing Guest blogs, blog commenting and social bookmarking to boost website link building
- Managing & posting contents on social media channels
- Writing meta Titles & Descriptions as per SEO team's requirements
- Writing educational journals for trainees
- And more

Planet I Solutions - Content Writer (Aug, 2014 - Dec, 2015)

As a content writer my job here mostly included content writing tasks including:

- Writing contents for the business website
- Writing blog posts on a regular basis for the business website
- Social Sharing & bookmarking blogs on regular basis
- Writing meta Titles & Descriptions as per SEO team's requirements
- And more

Tools Handled:

- Sprinklr
- Sysomos
- Callidus Cloud

- Aherfs
- SEM Rush
- Google Search Console
- Google Analytics
- GT Metrixx
- Google Keywords Planner
- Moz SEO tools

Personal Information

Name: Madhushree Bharati

Father's Name: Kalindra Mohan Bharati Mother's Name : Late Amik Bharati

Gender: Female

Marital Status: Single

Languages Known: English, Hindi, Assamese, and Bengali.

Nationality: Indian

Current Address:

Building no. 25,
Lalitha Niwas,
Nllurahali Balaji Road,
Whitefield, Bangalore 560066
Landmark - Back side of Shiva temple

Permanent Address:

Flat Number 3c
Panchajanya Apartment
Saneki Path, Baggarbari,
Guwahati 781037

Declaration:

I hereby declare that the above-mentioned information is correct, up to my knowledge and I bear the responsibility for the correctness of the above-mentioned.

Signature (Madhushree Bharati)