

AKSHARA NARENDRAN

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PERSONAL STATEMENT

- Results-driven professional with over 10 years of experience across a diverse range of functions entailing: Content Writing, Resume/CV writing, Product Descriptions Writing, Content Summarization, Content Abstraction, News Writing, Editorials, Proof Reading, Statement of Purpose, Letters of Reference in Immigration, Healthcare, Education Management, IoT and m2m sector
- Practiced in delivering highly accurate and grammatically correct content for blogs, websites, emails, social media, and online ads.
- Experience in conducting secondary online research to create high-quality, information-rich, and interesting content.
- Adept in identifying customers' needs and recommending new content to address gaps in the company's current content.
- Deft at handling the entire gamut of tasks such as team management, quality auditing, and team training

WORK EXPERIENCE

- Team Lead – Content Writing-Resume Writing | Y-Axis Overseas Careers, Bengaluru** **Dec 2016 – Sep 2022**
- Team handling of 18 personnel Pan India - virtual setup
 - Escalation management and SLA adherence for high-end resumes, cover letters, statements of purpose and letters of reference projects
 - Copy Writing, Quality Review, and Assurance
 - Hiring, training Attendance, and attrition management
- Sub-Editor | AEYZED Media Services Private Limited, New Delhi** **Mar 2012 - May 2013**
- Developing news content about telematics and the m2m industry
 - Writing articles for the monthly news magazine
 - Handling the content management of the monthly news magazine
 - Preparing interview questionnaires and conducting interviews for the news magazine
- Freelance Content Writer | NerdyTurtlez.com, NOIDA** **Jun 2011 - Feb 2012**
- Developing business articles on varied topics, including marketing trends, brand promotions, business ventures, etc.
 - Drafting assignments for graduate students on varied subjects, including Nursing, English, etc.
- Freelance Content Writer | oboulo.com, NOIDA** **Jun 2011 - Feb 2012**
- Wrote and developed business articles on varied topics including marketing trends, brand promotions, business ventures, etc.
- Legal Data Abstractor | Altivolus Infotech Pvt. Ltd., NOIDA** **Sep 2010 - Apr 2011**
- Abstracting Supreme Court and High Court judgments and developing head notes pertaining to Court judgments
 - Developing keywords for the abstracts as well as head notes
 - Handling quality checks of abstracts
- Content Writer | Novosas IT Solutions Private Limited, NOIDA** **Oct 2008 - Aug 2010**
- Preparing content based on a thorough understanding of the service
 - Developing content for services and products offered by the company
- Patient Care Associate | Fortis Hospital** **Apr 2006 - Sep 2008**

EDUCATION

- Master of Arts (M.A.), English Language and Literature, New Delhi, India – 2010
- Bachelor of Arts (B.A.), English Language and Literature, Jesus and Mary College, New Delhi, India | 2005

KEY SKILLS

Content Writing | Proofreading | Creative Writing | Article Writing | News Writing | Team Management | Escalation Management | Issue Resolution | HMC Case Handling | Product Descriptions | Editing | Editorial Writing | Interviews | Leadership and Training | MS Word | Excel (Basics) | PowerPoint | WordPress | Salesforce | Internet