**Ananya Sayee Uppugunduri**

Editor

6+ years in Content Edits

Copy Editing, News (Politics/Crime/Medical/Semi-Entertainment/Citizen Journals/Nation/International/Science and Tech/B2C/B2B/)

Creative, Technical, Semi-Technical, Viral, Apps

SEO Optimization, SMM Content & Campaigns

**EXPERIENCE**

**TimesGroup India,** Hyderabad — *Sr Copy Editor, The Times Of*

# India (Main Paper)

## JULY 2017 - MAY 2019

Copy editing for city pages, headlines, content flow, page flow, grammar edits, fact checks, layout, Indesign gfx, live copies, nation, international & feature pieces.

Reporters would submit copies. We’d do grammar edits, give headlines and send sheets for printing after midnight. I stepped it up a level, by ensuring all my copies were fact checked, and had twitter updates, upto the eleventh minute. I got to play influencer to an entire nation. I met a lot of big shots at work, had a lot of fun, saw a lot of stuff , tore into a lot of secrets, got beaten up for sticking to my guns for the truth, made some friends and some foes.

# **Incnut,** Hyderabad — Social/SEO Editing, BridalBox

## NOVEMBER 2015 - NOVEMBER 2016

Optimization of content written by other writers, for main site, social media, email campaigns, content strategy, content flow, sourcing/creation of JPEGs,Gifs, auxiliary content. Optimization is a complex way to say I hyper-edited content.

So, we had a team of 5 in-house writers, plus 6 freelancers. They’d hand me content written via Ms Word, minus the pics, SEO keywords, links, just raw content. I’d edit content for grammar, etc., then optimize content, which sometimes involved re-writing the content, so that it matched target audiences, then add in links, pics, captions, headlines, make gifs if appropriate, send in headlines with bytes of content for fb, insta, and then hit publish. My name wouldn’t appear on the copies, and no one would know the authors were really bad at their jobs. But yeah, once in a while, they let me write a piece, and that would be the most read copy of the month.

**Apex CoVantage,** Hyderabad — *Content Analyst,*

# ThomasNet.com

## FEBRUARY 2014 - DECEMBER 2014

Technical content for b2b e-commerce site; catalogues, synopses, client web pages, product pages, SEO of content, classifieds data, auxiliary content, documentation for app, tutorials, how-to guides, support articles

ThomasNet is kind of like Alibaba, and their site has been up for the longest time ever. All products and services on the site were “MADE IN AMERICA”. We used a content management system to fill in data on products, services and companies. Since I’m an

208, Villa Heights, Begumpet,

Hyderabad, India **+91 9502356490 sayee.ananya@gmail.com LinkedIn:** [**https://www.linkedin.com/i n/ananya-u-325804108**](https://www.linkedin.com/in/ananya-u-325804108)

# **SKILLS**

Content, all kinds

Editorial, A-Z

Editing, Proofing, Fact-checks

CMS (including Wordpress, Indesign, long list)

Using Analytics tools

SEO, SMM optimization of content Copy editing

Improving quality of content Strategy [I keep learning.]

**Basic Computer and necessary programming skills that I can use if necessary for on-job fixes in copy:**

C, C++, HTML, CSS, Java, Jscript, Matlab, Ms Word, Excel, Office. Wordpress, Google SEO Tools, Youtube SEO, minimal exp with copypaste tools (like Adobe CSS 3, and Photoshop.) YouTube certified

Audience Development Strategist.

# **LANGUAGES**

English, Hindi - Pro Japanese, French – Beginner

**Objective:**

I’m a well qualified content marketer/editor/ optimizer looking for a solid, permanent job, at a sensible company. I come with a very specific skill set; I use new original content to increase its value.

I believe in work ethic. And I’m a millennial. Those two seem like contradictions to some folks, but they’re not. It’s the perfect blend.

engineer by graduation, I qualified for the job, which required that analysts be proficient in knowledge/functionality of core industry products.

**Samples of actual content I worked on/gave social content for:**

**<<So I’ve put samples below, on page 2,, because you need to know the kind of content I work on. If you want to see my editorial content, go to the Times website. Thanks! Also, sample farmed account so you know what I do as a ghostwriter, for influencers:** [**https://www.quora.com/profile/Ramya-Alluwallia-Sethi**](https://www.quora.com/profile/Ramya-Alluwallia-Sethi)

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| --- | --- | --- | --- |
| thomasnet.com | (Alilbaba for only core manufacturers in the US) | | [https://www.thomasnet.com/profil e/20043739/ce-shepherd-co-inc.ht ml](https://www.thomasnet.com/profile/20043739/ce-shepherd-co-inc.html) |
| happyandpretty.co  m | Pen names: | pain  honeynclover tamarrah charlotte | [http://happyandpretty.com/catego ry/fashion/clothing/page/6/](http://happyandpretty.com/category/fashion/clothing/page/6/) |
| gamerninja.us | Pen names: | lelouche  kyuubi betty  statinIsl  Fred | <http://gamerninja.us/2015/03/> |
| meraevents.com  (Online ticketing partner, Viacom18) | Author name: U Sayee  (ads,blogs,email,sms, fb/twitter campaigns) | | [http://blog.meraevents.com/autho r/sayee/](http://blog.meraevents.com/author/sayee/) |
| PowerKids  (Youtube) | Descriptive content,  Optimization | | [https://m.youtube.com/user/Powe rKids](https://m.youtube.com/user/PowerKids) |
| thebridalbox.com | Author, Optimizer, Content  Strategy and Marketing | | [http://www.thebridalbox.com/artic les/author/ananyasayee/](http://www.thebridalbox.com/articles/author/ananyasayee/) |
| icamsglobal.com | Site content, social content, blogs, ads | | <http://icamsglobal.com/social/> |
| Bulkhouse.in | B2B and B2C e-com site | | Please visit site for samples |
| SolitaireHouse | Fine Jewellery e-com store | | Please visit site for samples |
| Epaper of TOI | National Daily | | Please visit site for samples |

**EDUCATION**

**SRM University,**

# Kattankulathur — B Tech, Bioprocess Engg

## JUNE 2008 - APRIL 2012

Majored in Chemical Reaction sciences and bioreactor technology; the degree was about hacking natural biological processes of microbes for various products in pharmaceutical, medical, dairy, perfume, leather, alcohol, biocell and cosmetics industries.

**Good Shepherd Convent & Mat. Hr.**

**Sec. School,** Chennai — *X, XII grades*

JUNE 1993 - APRIL 2007 Ma school, from kindergarten to 12th standard

**FUN JOB WHILE I WAS IN COLLEGE/GETTING MY DEGREE:**

**Freelance Promoter for Panasonic, Airtel, Samsung and Jet,** Chennai — *Co MC*

SEPTEMBER 2010 - FEB 2012 Engaging audiences at roadshows, to have them take a look at newly launched products, and show interest in new campaigns

You had to dress pretty, and talk to people who approached you.

**Other Jobs I took up for short durations/freelance/contract, in between fulltime jobs:**

# **ICAMS Global,** Hyderabad — Content Writer, Various Projects

## FEBRUARY 2017 - APRIL 2017

# Content for AdsJack app and related blog, including support articles, outreach, social, email and promotional content on various platforms Content for ICAMS website, **ICAMS Global,** Hyderabad — Content Writer, Various Projects

## FEBRUARY 2017 - APRIL 2017

Content for AdsJack app and related blog, including support articles, outreach, social, email and promotional content on various platforms Content for ICAMS website as well as for parent company eMind Computing; Content for b2c jewellery site SolitaireHouse.in, including landing pages, catalogues, about us, etc; Content for b2b and b2c sites of BulkHouse.in, including landing pages, catalogues, about us, etc. Basic documentation for app, tutorials, how-to guides, support articles, explanations, references, etc

# **WhackedOut Media,** Hyderabad — Assistant Manager, YouTube channels, Kids’ Content

## JULY 2015 - AUGUST 2015

Content and strategy, internal links, descriptions, auxiliary content requirements including SMS and other campaign content. The job was awesome. I’m a cartoon and anime connoisseur, and I got to optimize channels on cartoons. I also got to work on and observe media campaigns for the movie Bahubali, since WhackedOut was their main media partner in

Telangana/AP. I had fun hanging out with the team responsible for actors Tapsee, Ravi Teja, Mahesh Babu, Tamannah and Samantha. I also certificated as a YouTube Audience Development Strategist, under the partner programme.

**Versant Online Media,** Hyderabad — *Jr Content Writer,*

# MeraEvents.com & app

## MARCH 2015 - APRIL 2015

Content for blog, event posters, social content, ghostwriting for senior business partners, colleagues. Documentation for app, tutorials, how-to guides, support articles

Okay, hands down this job was awesome - free tickets to all events web-hosted by this ticketing e-com site that made official partner with VIACOM 18.

# **Aptroid Inc,** Hyderabad — Content Writer, 3 verticals

## JANUARY 2015 - MARCH 2015

Ghostwriter, under pen names, and social content on Tumblr for three sites

Happyandpretty.com | Happyandpretty.us | Gamerninja.us

The company owned 12 verticals, and planned to have me give content in segments as needed. For each vertical, my boss had me write content under various pen names, with different writing styles. I was writing about 5,000-7,000+ words a day, giving pics/captions/gifs/links, seo tagging content, and then working on providing re-worded snippets of said content to social team for Tumblr under 8 different user accounts, for 6 days a week. give you a mike, on rotation, and you’d have to engage crowds with

chatter, tales, quizzes, games and challenges.

*Happyandpretty verticals:*

2,00,000 views to 6,00,000 views in the month I worked on these two sites (each site)

*Gamerninja vertical:*

0 views to 14,000 views in 3 weeks