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| Sonakshi Kundu  Content Curator | sonakshikundu@gmail.com • 9990629772  [LinkedIn](https://www.linkedin.com/in/sonakshikundu/) • [Personal Blog](https://sonakshikundu.wordpress.com/) • New Delhi, India |

Summary

7+ years of experience in the media and publishing industry with demonstrated knowledge of content writing, editing, and digital marketing. Creative, detail-oriented, and self-motivated individual with strong track record of working with internal and external partners to develop and execute content strategies. Able to meet project requirements and deadlines, well-informed about content research, training of new hires and possess strong vocabulary and comprehension skills to write for both B2B and B2C segments along with maintaining personal creative blogs.Bottom of Form

**Areas of Expertise**

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| * Content Management * Blog Writing & Storytelling * Proof Reading * Journalism & Publishing | * Story Editing & Fact-Checking * Research & Documentation * WordPress & Content Strategy * Google Search Ads | * SEO Copywriting * Project Management * Social Media Promotions * Web Content Marketing |

**Professional Experience**

**SLK Software Pvt. Ltd., Bangalore, India Mar 2023 – Present**

**Corporate Communications & Social Media Manager**

Specialize in devising and executing both internal and external communication strategies. Establish a harmonized, unwavering, and favorable narrative that defines and amplifies the corporate identity and mission. Propose initiatives for bolstering awareness internally and externally and orchestrate campaigns to synchronize with social media requisites.

* Oversee the comprehensive process of collaboration with creative and production agencies.
* Evaluate communication appeals directed at customers from other sectors within the organization.
* Craft authentic content, oversee posting schedules, and engage with followers, ensuring a coherent and resonant corporate voice resonates across various platforms.
* Maintain a robust online presence, resulting in substantial web traffic and robust customer interaction, achieved through the consistent creation, refinement, publication, and sharing of compelling content daily.

**TalentInc. Pvt. Ltd., Pune, India May 2022 – Jan 2023**

**Resume Writer**

Skilled staff writer and marketing specialist with proven knowledge of articulating targeted documents to support job transitions through content creation for international clients through writing and editing personal marketing documents adhering to international quality standards. Well-versed in digital media for writing, editing, and publishing pieces for online platforms.

* Successfully curated clear and effective resumes through customized research for each specific role pursued by clients.
* Achieved error-free documents by utilizing editing and proofreading skills within project timeline.
* Evaluated document standards through cross-verification of proper grammar, spelling, inter-capitalization, and verbiage.
* Applied understanding of public opinion and social media trends to create engaging and attention-grabbing professional documents.

**Cognizant Technologies Solutions, Gurgaon, India Jan 2019 – April 2022**

**Senior Process Executive**

Trained as a Universal Agent for processes of Google Ads Extensions that make text ads more informative and interactive. Extensions included account level structured snippets (ALSS), structured snippets (MEGA), account level callouts (ALCO), Dynamic callouts (DCO), account level sitelinks (ALSL), Enhanced sitelinks (ESL), sitelinks (SL), visual ads and co-extraction (comprehensive ad words). Gained strong understanding of AdWords, online advertising and 3rd party advertising concepts used for search and display advertising and measuring pay-per-click return on investment. Acted as communications coordinator for writing and editing advertising copy, trained new joiners on workflow processes, and assisted program managers in developing outreach programs. Contributed towards improvement of business processes through strong time-management, independent working capability and adherence to company policies and procedures.

* Successfully increased visibility and click-through rate of text ads by providing additional information and links to specific sections.
* Improved user experience by highlighting specific products, services or promotions.
* Maintained top performance metrics in quality, productivity, and attendance.
* Liaised with other departments and team members to maintain positive work environment.

**Indira Gandhi National Centre for Arts, Ministry of Culture, Delhi, India May 2017 – August 2018**

**Publishing Assistant (Contractual)**

Gained understanding of publication process, writing and editing techniques. Performed administrative tasks for seniors, organized board meetings, and coordinated production of documents and publications. Planed, organized, coordinated and monitored production of documents and publications intended for multi-channel publishing and storage on optical disk database. Coordinated with authors, photographers, publishing houses for newsletter material. Organized book fairs and exhibitions. Proof-read official documents, discussed manuscript layouts, and oversaw acquisition of ISBNs, LCCNs and Copyrights for publications. Assisted with publicity and marketing of published books.

* Led publishing of research work for various manuscripts.
* Curated creative articles for both website and print content.
* Successfully edited and published monthly magazine, *Vihangama.*

**Ministry of Information & Broadcasting, Soochna Bhavan, Delhi Sept 2016 – Mar 2017**

**English e-book Editor (Contractual)**

Created digital archives for Publication Division by proofreading and editing eBooks and Yojana journals. Liaised with IIS officers from Employment News team for website content of I & B Ministry and promoted published books on Social Media Platforms. Involved in book launch held at Press Information Bureau, Shastri Bhavan for Mahatma Gandhi series, Romain Rolland book and India 2017. Reviewed contents and illustrations for style, grammar, accuracy, and consistency, crosschecked and verified data ensuring document content matched template and style guide, checked for consistency in headers, footers, and page numbering. Coordinated with editing team, attended meetings, provided constructive editorial input, and communicated with members to effectuate consistent, accurate, and high-quality work product.

**Additional Experience**

Proofreader/ Quality Controller, To the New Digital – Zee Network, Noida, UP

Editorial Intern, Enterprise Monkey, Delhi

English Teaching Volunteer**,** Martí Karuna Vidyalaya and Nav Sansaar, Delhi

**Education**

**Master of Arts in English**

Ambedkar University Delhi, Delhi, India

**Bachelor of Arts in Economics**

University of Delhi, Delhi, India

**AISSE, C.B.S.E 12th Board**

The Mother’s International School, Delhi, India

**AISSCE, C.B.S.E 10th Board**

The Mother’s International School, Delhi, India

**Research, Presentations & Publications**

* Published articles in the monthly magazine of Indira Gandhi National Centre for the Arts named Vihangama.
* Presented paper at the Researcher’s Colloquium, School of Letters and the Tenth Ambedkar Memorial Lecture organized by Ambedkar University Delhi.
* Presented paper at University of Hyderabad for National Seminar on “social and occupational mobility of manual scavengers in India: Policy analysis from social exclusion perspective”.
* Dissertation on marginalization of dalit women done as part of completion of my postgraduation.
* Participated in a course on Indian Folk Epics at Ambedkar University Delhi organized under MHRD and Global Initiative of Academic Networks.

**Tools**

Ever Note, Cigil, Calibre, WordPress CMS, Grammarly, Google Search Ads, Google Ads Campaigns, Microsoft Excel, Microsoft Word, PowerPoint