

# AADITYA SAIN

*Content Specialist and Creative Writer*

## Contact

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## Personal Details

**Name:** Aaditya Sain

**Surname:** Somayajula

**Date of Birth:** 28 July, 1993

**Gender:** Male

## Education

Have studied in English medium throughout. Completed Bachelor of Commerce.

## Languages Known

Hindi, English, Telugu, Gujarati.

## Job Experience

**Aegis Essar Limited**  
Executive – Operations

*April 2012 to March 2014*

Worked at Aegis Essar – one of Ahmedabad's leading BPO companies, in the Tata Photon Process – the most premiere process at that time. Served for 22 months from 12th May, 2012 to 5th March, 2014.



### Key Responsibilities

My profile included the wide spectrum of customer service operations such as handling of customer concerns and queries on call and email, getting solutions to customer disputes, handling complex issues and escalations, solving technical and network related problems, devising strategies for increasing prospective customers and for retention of existing customers, amongst others.

Was well-known for my versatility, interpersonal skills, impressive communication skills – both oral and written, and the ability to handle tricky situations. Was well-versed in the CRM functions and maintaining customer database. Was always a top performer, with consistent efficiency, and enjoyed excellent relations with seniors and colleagues.

## GaneshaSpeaks.com

*May 2015 to Present*

### Content Writer and Astrologer

Joined GaneshaSpeaks.com on 19<sup>th</sup> May, 2015, as a Content Writer and Social Media Coordinator. GaneshaSpeaks.com is India's number one and World's number three online Astrology portal with over 2.2 million monthly visitors. It deals in multiple astrological services and products, and is one of the fastest growing e-commerce based business enterprises in India.



### Key Responsibilities

Initially my core functional areas were generation of interesting content for the website, article writing, copy writing, writing content for mailers, handling of all the social media profiles of the company such as Facebook, Twitter, Instagram, Pinterest, LinkedIn, Google+, YouTube and Vimeo. With unique ideas and effective strategies, helped increase the number of followers of GaneshaSpeaks.com from 71, 000 to 1,75,000 and beyond. Was also responsible for the uploads and updates of video content on Astroflix.com – the Video arm of GaneshaSpeaks.com.

Have written on a wide range of areas such as politics, sports, entertainment, world affairs, business, Astrology, Tarot, Vastu amongst others and have even made important predictions. Contributed significantly in the Astrology department with my inherent astrological talent and knowledge. Have written in-depth content for various astrological purposes and have been a part of the team that processes the astrological reports based on the nature of the customer concern.

### **My functional areas include:**

- Writing and development of attractive articles on a plethora of topics for the online global audiences
- Editing (grammar check and correction of sentence formations), enhancing and proof-reading various content materials
- Creative conceptualisation and ideation
- Brainstorming of different concepts and finalising various topics for articles and campaigns
- Preparing, editing and formatting Press Releases
- Editing of articles and other content for the yearly predictions book as well as the stock market predictions book
- Modification and optimization of different articles taking into consideration the SEO parameters
- Uploading of articles on the website through dedicated online portals
- Translation of content from other languages to English
- Coordination with the IT team for various technical issues
- Writing ad copies and attractive content for various campaigns
- Coordination with syndication partners and clients for content sharing and related matters
- Tracking and maintaining records of the performance of different articles with the help of tools like Google Analytics
- Writing crisp, attractive titles, descriptions and articles for marketing campaigns and the different products-services of the company
- Working in tandem with the sales and marketing team to help boost company's revenue through effective content strategies



## **Achievements (So far)**

Have been a spirited participant in various group debates, quiz competitions, extempore events, science exhibitions and sports competitions.

Have won many awards, prizes and certificates of merit – topping the list is the **1st prize** that I won in **I'M GOVERNMENT (February 2015) - a mock parliamentary debate** conducted by **HL Institute of Commerce**, Ahmedabad.

Have hosted and anchored many programmes and functions during school days as well as at workplace. Was the regular host of the functions and awards ceremonies at Aegis Essar Ltd.

#### **Others:**

Was a regular member of the **ROTARY CLUB OF MANINAGAR, GUJARAT VIDYAPEETH, NATIONAL SCIENCE CONGRESS** for various competitions and science and technology seminars. Have been **On Air** with **RJ Dhvanit** on **RADIO MIRCHI 98.3FM** - Ahmedabad, for Elections 2014 Analysis.



## **Skills**

**Communication:** Possessing excellent command over oral and written English. Can speak very effectively and convincingly and can present solutions to tricky communicational problems. Have always been known to solve complex customer disputes and dissatisfaction issues with great knack.

**Writing:** Writing is one of the things that comes naturally.

**Astrology:** Possessing professional expertise with a modern approach.

**Creativity:** Possessing a strong appetite for creativity and art.

**Leadership Skills:** Possessing strong leadership potential and have handled real life complex situations with prudence and skill at the workplace.

**Public Speaking:** Have always been a spontaneous speaker at various events and programmes. Have won a lot of recognition for my speaking and communication prowess.



## Hobbies

**Music** – Extremely passionate about Music and musical instruments. Have been playing (learning) the Guitar from the past few months. Learnt the Tabla for about an year.

**Travelling** – a source of inner peace and rejuvenation.

**Astrology** – A Writer at heart, Astrologer by brain.

**Reading** – can read about any interesting subject for hours together!



## Aim

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To achieve a distinct and prominent position in the professional sphere and to utilise my abilities, skills, talents and knowledge for the overall development and welfare of any organisation that I may serve in.