**VIKASH KUMAR**

House No-12/865, Vasundhara, Ghaziabad

Mobile:7042156107

Email: vikasjournalist@gmail.com

**A Senior Technical Content Writer/Editor With 16+ Years of Industry Experience In Content Writing**

**Key Skills:** Healthcare Content Writing**,** Blogs, articles, SEO Content Writing, Managing WordPress Content Management System, Marketing Copywriting, Technology Content Writing, Content Strategy

**Work Experience**

**Pepper Content/Witty Pen ( From November -Present) Technical Content Writer**

* Proofreading and editing blogs, articles, and various technical and marketing content
* Contributing blogs for C K Birla Hospital chain on a variety of healthcare patient-centric topics including, cardio, lifestyle diseases, memtal health, and eye
* Contributed blog and articles for Yashoda Hospital chain
* Building content strategy, preparing content calendar
* Proofreading and editing
* Contributing thought leadership articles for various startups and brands

**vCloudx Private Limited (EnableX.io), Noida** (From 10 March 2021-October 2022)

**Roles and Responsibilities Technical Content Writer**

* Managing end-to-end content writing requirements of B2B SaaS industry vertical
* Writing in-depth and insightful blogs in the CPaaS, Cloud, Emotion AI and Low Code Platform space cloud, SaaS and Cybersecurity space
* Thinking of various industry-specific use cases of Communications API, such as banking, HR & Recruitment, Healthcare, Fintech
* Collaborating with developers and SMEs to gather product-related information and then collate that knowledge for various content marketing purposes
* Responsible for monthly technical newsletter
* Writing marketing content for various marketing activities
* Contributing guest posts for various sites like DZone

**Virtual Employee Private Limited, Noida** (From Feb 2015-1 March 2021)

**Roles and Responsibilities SENIOR CONTENT WRITER**

* Handing content/content marketing requirements of various overseas clients
* Writing in-depth and insightful blogs in the business writing space
* Contributed whiteppaers on a range of IT topics
* Taking care of SEO compatibility of content
* Writing marketing content such as brochures and landing pages
* Writing for Facebook, Twitter, and Quora
* Writing technical content such as blogs for overseas clients
* Regular coordination with SEO, SMO and other technical teams

**Achievemnts:**

* Awarded with the team performer of the year in 2019
* Nominated for the team performer of the year in 2018

**SEO Corporation Private Limited, Delhi (**From May 2014-15 January)

**Roles and Responsibilities ASSISTANT MANAGER**

* Creating and implementing content strategy
* Writing SEO based content for clients
* Writing for business E-Commerce, Real Estate and IT Companies
* Writing content such as blogs, case studies for companies
* Understanding of Wordpress Content Management Systems
* Handling social media accounts of the company

**Liqvid E-Learning Services, Noida** (From July 2013- March 2014]

**Roles and Responsibilities: TECHNICAL WRITER**

* Work involves making updates in existing web content after consultation with SME and creating new document
* Interaction with SME of various domains
* Writing technical content for the website

**Extramarks Education Private Limited, Noida**(October 2012- June 2013)

**Roles and Responsibilities: SENIOR WRITER**

* Worked as a content writer responsible for writing on education related products
* Reviewing and editing of documents

**Planman Media Private Limited, Noida** (September 2006- December2011)

**Roles and Responsibilities: USINESS NEWS REPORTER CUM ONLINE WRITER**

* Handled the English Web portal of [www.thesundayindian.com](http://www.thesundayindian.com)
* Covered business section of the magazine
* Planning editorial strategy for the on daily basis and in the medium and short term
* Writing research based articles such as gadget review, financial articles such as stock market report, company analysis

**Total Television Private Limited, New Delhi**( Feb 2005-August 2006) **NEWS REPORTER**

**Roles and Responsibilities:**

* Worked as online writer in Total Telefilms Private Limited, Delhi, and (February 2005-August 2006)
* Contributing business and consumer finance related stories
* Responsible for bringing out a programme on real estate in NCR

**EDUCATIONAL BACKGROUND:**

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| --- | --- |
| Class | 1st Class |
| University | Magadh University |
| PG DIP. In Mass COMM(2003-04) | CMAC, DELHI(Regular) |

**Name: Vikash Kumar**

**Designation: Assistant Manager, Content**

**Period: 2 May, 2014-30 January, 2015**