

# Mahima Nancy Claudius

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An independent and self-motivated English graduate with proven skills in Analytics, Marketing, Digital Marketing, Content Writing, Content Research and Caption Writing.

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## Summary of Qualifications

- Strong educational background in English Honours from Maharashtra Institute of Technology - World Peace University in Pune, Maharashtra.
- Spearheaded Digital, Technical, Academic and Business content writing and planning media production for visually impaired people across 4 countries.
- Experience in Analytics, Social Media Marketing, Content Marketing, and Content strategy.
- Highly motivated and a self-starter, therefore, mentored freshers and students.

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## Education

- **Faculty of Arts - Maharashtra Institute of Technology - World Peace University**  
*Bachelor's in Arts (Honours) in English* April 2021  
Passed with distinction securing a GPA: of 9.90 and CGPA of 8.63
- **Sardar Dastur Hormazdiar Junior College (Grade 12)**  
*Higher Secondary Certificate in Commerce*  
Specialized in English, Accounting, Business Studies, Economics, Management and Information Technology  
Passed with distinction securing 78.60% Feb 2018
- **Hutchings High School & Junior College (Grade 10)**  
*Indian Certificate of Secondary Education*  
Passed with distinction securing an A grade May 2016

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## Work Experience

1. **Barrier Breaks Pvt Ltd - Associate - Alternative Technical Text Writer** Mumbai, India  
May 2021 - Feb 2022
  - Managed the entire process of accessible media from planning to production.
  - Suggested collecting data from existing registries, polls and quarterly statistics reports thus reducing time and efficiency in narrowing down the targeted audience.
  - Assisted the team in priority projects of Microsoft and carried out extensive research on Cloud Computing (Amazon Web Services, DevOps, SaaS) and Data Mining.
  - Conceptualized alternative texts for priority projects to avoid time consumption.
  - Delivered over 3000+ accessible marketing brochures to American universities resulting in an improved reach and brand engagement complying with the Americans with Disabilities Act (ADA).
2. **Learnovate Pvt Ltd - Social Media Marketing Intern** Pune, India  
June 2020 - Oct 2020
  - Designed creatives for web pages and social media handles using Canva.
  - Launched advertisement campaigns for Facebook and Instagram under the guidance of a senior team.
  - Carried out research on possible competitors and their marketing strategies.
  - Produced written content in the format of reports, blogs and captions.

3. **ABC Farms Pvt Ltd - Content Writing Intern**

Pune, India  
April 2019 - June 2019

- Actively assisted in developing social media campaigns for summer 2019.
- Responsible for proofreading and editing the content.
- Contributed ideas for new writing styles incorporating the use of relevant hashtags.
- In charge of planning a weekly calendar and regularly posting on the feed and story.
- Planned online polls and quizzes for audience engagement.

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## **Skills**

- CRM | Python | SQL | Tableau | Data Collection and Visualization | Business and Academic Writing | Social Media Writing | Technical Writing | Research Writing | Blogs | Social Media Management

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## **Research Work & Projects Undertaken**

- B.A. English (Hons) Dissertation: The dissertation entitled ***“Woman Empowerment Through English Literature and Social Media”*** analyzed the status of women in India and overseas highlighting the challenges and issues faced by them due to male dominance and societal norms. The remedial measures were taken by these courageous women who penned down their work and struggled to highlight their phenomenal success in English Literature. Likewise, the second half of the dissertation distinguishes them from the new woman who opted and made use of social media to leave a benchmark across the globe empowering women of all ages, races, colours and castes. Their active engagement has resulted in better economic and political development by 48% each year.

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## **Professional Courses Undertaken**

- Data Analytics and Visualisation with Python and Tableau Course
- Marketing Analytics - University of Virginia
- Structured Query Language - W3 Schools
- Digital Marketing - SEO, Google Adwords, Social Media Marketing and Content Management