

CONTACT INFORMATION

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UMME SUTARWALA

JOURNALIST/ CONTENT WRITER

PERSONAL PROFILE

Nearly 4 years of experience in journalism, content creation and management for the company website, news, blogs, ad copies, banner copies landing page, webpage and emailer. Expertise in delivering high-quality content for LinkedIn and Facebook. Knowledge of various blog platforms like WordPress, Hubspot and Magento.

HIGHLIGHTED SKILLS

- Communication skills
- Content/Copywriting
- Magento / WordPress
- SEOs
- Photography
- Time Management
- Graphic Designing

PREVIOUS EDUCATION

Universita Degli Studi di Bergamo, Italy

MASTERS IN BUSINESS ADMINISTRATION (2022-2024)

- Maintained an average of 26/30 ECTS

Ajeenkya DY Patil University, Pune, India

BBA IN MEDIA AND COMMUNICATION (2016-2019)

- Maintained an 8.14 CGPA

- Exposed to filmmaking, radio, print media, digital, journalism and marketing.

St. Miras' College, Pune, India

JUNIOR COLLEGE, ARTS (2014-2016)

- Scored 84.46% in HSC

Hutchings High School, Pune, India

ICSE (2008-2014)

- Scored 81.23% in ICSE 10TH

PROJECTS

- Designed 16 pages newspaper and 12 pages magazine on Adobe InDesign
- Made a Short film, Documentary, Corporate film and edited on Adobe Premiere Pro
- Designed a website
- Posters, Gifs on Adobe Photoshop and cartoon characters on Adobe Illustrator

WORK HISTORY

Guest Writer

SPRINKLR (JULY'23 TO PRESENT)

- Wrote well-researched long-form articles using various CRM tools.

GLOBAL NEWS CORRESPONDENT/ JOURNALIST

ONDOT MEDIA

JANUARY'21 TO OCTOBER'22

- Generate script ideas for news bytes, headlines, bulletins and various reports
- Conduct live and recorded interviews of CMOs, CIOs, CISOs and CEOs
- Create podcast, feature article with a thorough research for media partners

Content Writer

FINAXAR

JUNE'20 TO JANUARY'21

- Created high impacting posts to reach and capture target audience interest and drive engagement on LinkedIn and Facebook.
- Written and published a few blogs on Hubspot.
- Created content for the landing page, web page, homepage and emailer.

Content / Blog Specialist

PROAXIVE REPORTS (BRANLABS TECHNOLOGY)
OCTOBER'19 TO MAY'20

- Written and published about 150 blogs on WordPress
- Wrote, edited and published content on social media platform (Facebook, Twitter and LinkedIn)
- Scheduling posts on Buffer, Hopper and Hootsuite
- Social Media handle for RNB (Ribbons and Balloons)

Content Marketer (Intern)

SENIORITY

JANUARY'19 TO APRIL'19

- Exposed to various activities like Managing, uploading and creating blog content
- Social Media Handling (Instagram, Twitter)
- Uploading and managing blog page on Magento

Content Writer (Intern)

LEMONTREE MEDIA

MAY'18 TO AUGUST'18

- Website content creation
- Script Writing for clients
- Social Media for LemonTree and LemonTree Mud House