

## RESUME

Name: VITHYA. R  
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### Professional Summary:

I am Vithya Govindharaj, an articulate communicator. I have travelled in the contours of content writing for about 7 years creating compelling content and have a total experience of 15 years. My writing has found different channels like

- ◆Webcontent
- ◆Digital marketing content
- ◆SEO & SMM content
- ◆Newsletters
- ◆Articles
- ◆Blog posts
- ◆Press releases
- ◆EDM
- ◆Social media promotional feeds
- ◆Video creation content
- ◆Explainer/products videos script
- ◆Ghost writing
- ◆Infographic content
- ◆Product descriptions
- ◆User manuals, guides & brochures
- ◆Guest posts
- ◆Case studies
- ◆User experience content
- ◆Youtube ads
- ◆Resume Writing
- ◆Linkedin Profile Optimization
- ◆Academic Writing
- ◆Training and Development

I always conduct extensive research to ensure the authenticity of information before designing content for the print or online media. In my experience as a manager for content creation, I have leveraged traditional means and newer social media to revitalize communication. My background includes adapting to the varied changes in corporate culture and designing content for multiple purposes.

I have led my teams with an emphasis on results-oriented business strategies, collaboration, and highly executable action plans. I have managed content and branding programs with clear and measured objectives and results-oriented actions for our clients in Singapore, Malaysia, UK, UAE, USA, and many more.

As a respected collaborator, I have successfully collaborated with senior executives, board members and divisional leaders of various organizations while strategizing content for branding and social media promotions.

### **Roles and Responsibilities**

- Directly involved in web content management
  - Managing content services for the support centres in Chennai, Bangalore, Singapore, Malaysia, USA, UAE and UK
  - Involved in estimating the budget of client requirement
  - Guiding user-experience and social media content for multinational projects
  - Interacting with clients for procuring, managing and delivering projects
  - Guidance for content development for social media marketing
  - Spearheading the team for creating handles for social media
  - Administering content services including blogs, articles, profiles and resumes
  - Directing e-mail management and Press Releases
  - Managing the in-house and freelance team
  - Spearheading content optimization process
  - Optimizing content for Personal and Company profiles
  - Managing the optimization of resumes and LinkedIn profiles
  - Guiding the content for products/services
  - Administering video scripts including Youtube ads
  - Using relevant technology and social media to support the work
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- Edited publications for Asian Development Bank projects
  - Edited publications for World Bank projects
  - Edited various medical journals
  - Style editor for copy editing projects
  - Led the in-house team in creating content for blogs and articles
  - Coordinated with the clients' requirements
  - Created and written content samples for new projects
  - Brought in new projects
  - Edited and reviewed content created
  - Coordinated with clients
  - Collaborated with outside editorial vendors
  - Delivered quality editorial components

- **Currently working in an MNC which is a Digital Growth Marketing company.**

#### **Companies Served**

- **365 Media Private Limited**
- **Datapage Digital Services Pvt**
- **Karpagam University**

#### **Asst Head in the Department of English Karpagam University Roles and Responsibilities**

- **Planned and organized Communication Skill Training Programmes.**
- **Organized seminars and Group Discussion Programmes.**
- **Published academic articles and poems.**
- **Prepared Syllabus for Autonomous Universities.**
- **Planned and conducted English Language Training Workshops for junior lecturers.**
- **Provided guest lectures in various colleges and institutions.**

#### **Educational Background**

- **M.A., in English Language and Literature with Mass Communciation from P.S.G.R. Krishnammal College for Women, Coimbatore, Bharathiyar University.**
- **B.A., in English Literature with ELT from KonguNadu Arts & Science College, Coimbatore, Bharathiyar University.**

#### **Certifications**

- **Software Testing (Manual & Automation testing) course in Mazenet, Coimbatore.**
- **ASP.NET in Majestic People Infotech Pvt.Ltd., Coimbatore.**
- **C Programming Course and C++ Programming Course in CMC [A TATA Enterprise], Coimbatore.**

#### **Personal Profile**

**Name : VITHYA.R**

**Address : 35/86, 5<sup>th</sup> East Street, Sri Ram Nagar, Chettipalayam Road, Podanur, Coimbatore.**

**Languages** : English & Tamil  
**Marital Status** : Married

Declaration:

I hereby, declare that all the information provided above is true to my knowledge and I bear the responsibility for the correctness of the above mentioned particulars.

Date:

Place: Coimbatore.

(VITHYA.R)