**Sowmya Gurumoorthy**

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## **CAREER PRECIS**

A dynamic, goal-oriented professional having 5 years of experience in marketing content development and technical and academic writing, and an overall work experience of 9 years across content development, human resources management and application development.

**CAREER OUTLINE**

* Freelance editor with iNorya Soft Pvt Ltd since May 2016
* Freelance content developer with Justwords since May 2016
* Senior Content Editor at **Scope e-Knowledge** from August 2015- December 2015
* Developed Learning Material on **Software Development** **Occupational Standards** for the IT-ITeS SSC NASSCOM initiative
* SEO Content Developer for **Accurative India Pvt Ltd** from April 2014 – June 2015
* Freelance SEO Content writer for **iCloudconsultancy** from September 2013-January 2014.
* Freelance (Content) Editor with **Scope e-Knowledge** from March 2011- September 2013
* Staffing Partner with **Capgemini India Pvt. Ltd.** from April 2006 – July 2009
* Consultant Team Lead with **Capgemini India Pvt. Ltd.** from April 2004 – July 2006

**EMPLOYMENT**

**1. Senior Content Editor at Scope-e-Knowledge**

* Worked extensively across biomedical, nanoresearch and other industrial domains in re-creating highly technical research paper content
* Involved in creating content for industrial domains from company press releases and also create technical notes for domains like nanotechnology, optics and material science.
* Have prepared technical datasheets for metal, alloys, mineral and optics.

**2. Learning Material for IT-ITeS Sector**

* Developed a number of lessons that were part of the Qualifications Pack for Software Engineer
* Study material highlighted various occupational standards required in software development

**3. SEO Content Writer – Accurative India Pvt Ltd** (April 2014 – June 2015)

* Involved in creating content for client’s website across the globe
* Leverage existing content and develop data-driven content roadmaps that can guide future investments
* Writing keyword rich, SEO oriented articles
* Optimization of demand generation campaigns for lead capture

**4. Freelance SEO Content Development – iCloudconsultancy (**Sept 2013 –Jan 2014).

* Involved in creating SEO content for a variety of topics on cloud computing, ecommerce and real estate.
* Have written a number of Web 2.0 articles, PRs and Guest posts.

**5. Freelance Editing – Scope e-Knowledge (**March 2011 –September 2013).

* Involved in creating content for industrial domains from company press releases and also create technical notes for domains like nanotechnology, optics and material science.
* Have prepared technical datasheets for metal, alloys, mineral and optics.

**6. Human Resource Management** – **Capgemini India Pvt Ltd** – (2006-2009)

**Role - Staffing Partner - Key responsibilities**

* Responsible for staffing accounts through the available bench.
* Worked with the recruitment team to staff requirements whose scope extends beyond the bench.
* Worked with the accounts and recruitment team for rare skill requirements.
* Managed the bench associates - understanding their training needs, address their grievances ensure that their time on bench is spent usefully both for them and the organization.
* Have actively taken part in various recruitment drives.

**7. IBM mainframes – CapGemini India Pvt Ltd** (2004-2006)

* Worked extensively in the **F**ederal **E**mployee **P**rogram of **R**egence **B**lue **S**hield – a Health Insurance Company.
* Was the **Team Lead** of a five member team and was actively involved in training new associated by conducting induction sessions and preparing training documents.

**Strengths**

* Quick learner and can easily adapt to client requirements in developing marketing content
* Specialize in creating crisp, optimized SEO driven content

### EDUCATION

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| **Degree** | **Institute** | **Year** |
| B.E (Electronics and Instrumentation) | Bharadidasan University, Tiruchirapalli | 1999-2003 |
| PGDHRM (Human Resources Management) | Symbiosis Centre for Distance Learning | 2005-2007 |