

## **DEVENDER JADI**

Email: devcvr21@gmail.com

Mobile No: +91 9000435180.

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### **CAREER OBJECTIVE:**

To work in an institute that provides me an excellent opportunity to improve my skills and gives me the knowledge to grow along with the organization's objective.

### **PROFILE SUMMARY:**

- ✓ Highly artistic & industrious technical content writer with **3.3** years of experience.
- ✓ Experienced in developing SEO friendly content by performing in-depth research to hit the targeted audience
- ✓ Experience in writing, proofreading, editing, and managing the content for both B2B and B2C.
- ✓ Able to create content for company websites, blogs, and case studies.
- ✓ Ability to think creatively and logically to make the best decision
- ✓ High levels of self-motivation, integrity, and ethical standard
- ✓ A self-taught individual who is open to learning new things
- ✓ Prioritizing the work according to the deadline and completing with maximum quality
- ✓ Knowledge of content marketing

### **WORK EXPERIENCE**

#### **1. Content writer**

May 2019- April 2020

Core Industry: IT

USM Business Systems

#### **Responsibilities:**

- ✓ Creating web content for USM and its subsidiary companies (FuGenx, Krinotek) located in the USA, UAE, and India.
- ✓ Writing articles, blogs, case studies, social media content for USM, and its subsidiary companies about its product and service offerings.
- ✓ Closely working with the digital marketing team to meet the company requirements
- ✓ Creating and designing E-mail Content.

- ✓ Research thoroughly to deliver SEO friendly content.
- ✓ Social media marketing.

## **2. Business Analyst/Content Writer**

March 2017- May 2019.

Core Industry: Energy Sector

MARRA Research & Analysis.Pvt.Ltd (Brand names: OG Analysis & LNG Analysis)

### **Responsibilities:**

- ✓ Business analyst over 2.3 years of experience in content writing.
- ✓ Expertise in requirement gathering, analyzing, project management and Proper Document Presentation
- ✓ Predominantly, Comprehensive knowledge of energy domain (oil and gas) segments, including exploration, development and production, refineries, storage, transmission pipelines, transportation and distribution, and sales segments.
- ✓ Focus on current market trends, drivers, challenges, and threats
- ✓ Business analysis of various emerging sectors like Telecom and Automobile industries.
- ✓ Ability to prepare documentation with reliable forecast analysis
- ✓ Knowledge of documenting diversified company profiles
- ✓ Ability to do market shares of various companies on industry basis from a pool of massive database
- ✓ Experience on writing pharma company profiles, chemical component overviews and its applications in various business verticals
- ✓ Translating and simplifying requirements
- ✓ Strong grip on analyzing companies' financial indicators based on annual publications
- ✓ Organizing and analyzing market information according to client requirements
- ✓ Focus on the investment climate of the primary client industry/company.

## **3. Content Writer**

[www.startupsindia.in](http://www.startupsindia.in)

Freelancer

### **Responsibilities:**

- ✓ Story writing of startups journey
- ✓ Daily updates on the startup ecosystem

- ✓ Interviewing the entrepreneurs
- ✓ Able to write SEO content
- ✓ Proofreading and publishing of the articles

#### **4. Content Writer**

[www.webzoly.com](http://www.webzoly.com)

Freelancer

#### **Responsibilities:**

- ✓ Creating concise, eye-catching, and inventive headlines and body copy.
- ✓ Creating brand value in social media networks
- ✓ Researching and organizing facts and sources.
- ✓ Collaborating with campaign managers, creative teams, and designers.

#### **KEY SKILLS:**

Content writing, Technical writing, SEO writing, Blog writing, Social media content writing, Web writing, Editing, and proofreading.

#### **TECH SKILLS:-**

- a. **Operating System** : Windows XP/7/8/10, IOS.
- b. **Testing Tools** : Selenium IDE, Selenium Web Driver.
- c. **Testing concepts** : SDLC, STLC.
- d. **BI Tool** : Qlik View, Qlik Sense.
- e. **Microsoft Office** : Word, Excel, PowerPoint.

#### **EDUCATION:**

- **Kakatiya University**  
MBA in Finance (65%)  
Warangal 2016.
- **CVR College of Engineering.**  
B.Tech in Computer Science (65%)  
Hyderabad 2013.

- **Sri Vyshnavi Junior college**  
MPC in Intermediate Education (88%)  
Hyderabad 2009.
- **Jawahar Navodaya Vidyalaya**  
X<sup>th</sup> CBSE (61%)  
Adilabad 2007

### **CO-CURRICULAR ACTIVITIES:**

- ✓ Organized management fest (**MAD SHOW 2K16**) Conducted by Kakatiya University.
- ✓ Represented **volleyball team at the University Level** and stood as champions in the year 2015 & 2016.
- ✓ Secured **1,352 Rank in ICET** conducted by the Telangana government in the year 2014.
- ✓ Champions of the cricket tournament held at **Kakatiya University** for the year 2015 & 2016.

### **Personal Info:**

**Fathers Name** : Raja lingam

**Mothers Name** : Thulasi

**Date of Birth** : 26-04-1992

**Gender** : Male.

**Marital Status** : Unmarried.

**Languages** : English, Hindi, Telugu.

### **DECLARATION:-**

I hereby declare that the above-written particulars are correct to the best of my knowledge and belief.

**Place:**

**Date:**

**DEVENDER JADI**