

Sunny Gogoi

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EDUCATION

Vellore Institute of Technology
BTech Computer Science & Engineering`

Vellore, India

WORK EXPERIENCE

Ashva Wearable Technologies **Remote**
Technical Content Writer *September 2022-December 2023*

- Summarized 75+ research papers and articles and examined current trends in physiotherapy healthcare to design 10+ articles for the main website newsletter "Raftaar."
- Strategized interaction across 5 platforms including Instagram, YouTube, Quora, LinkedIn and Reddit and channeled traffic through application of digital marketing concepts like SEO & infographics.

The Untold Tales **Remote**
Select Content Writer *July 2020-July 2021*

- Designed 100+ posts in 7+ formats for TUT's Instagram and Facebook pages which spiked interaction and follower growth by more than 500% within one year targeting the age group 18-24
- Collaborated with Tinder India for Valentine's Day and was awarded the fastest-growing storytelling platform under the 1M category.

Hope Story India **Remote**
Content Writer *April 2021-September 2021*

- Designed 6 articles on mental health issues like depression, mood management and importance of work-life balance, generating a peak traffic of 1000+ clicks per week on the website.

The Trevi **Remote**
Business Development Representative *March 2021-August 2021*

- Co-created what would have been India's first legal online gaming betting platform; reached out to 1000+ streamers across 15 games and created an MoU for agreement.

Globalshala **Remote**
Virtual Entrepreneurship Intern *March 2021-April 2021*

- Analyzed and reviewed Globalshala's marketing approach nationally and internationally through a thorough feedback process from present Globalshala interns.
- Presented a practical roadmap for Globalshala's organic growth across all platforms after interviewing Impaakt CEO Bertrand Gacon; declared "standout member" in my Letter of Recommendation.

LEADERSHIP EXPERIENCE

ACM-VIT Club & Chapter **Vellore, India**
Management Core Committee Member *May 2023 – Present*

- Collaborated with 4 VIT clubs to organize hackathon "HackStory" with an overall turnout of 600 people within 48 hours for VIT's week-long premier techfest "Yantra."
- Designed 15+ posts and captions for club's Instagram page with a follower growth of 25% since May 2023.

Maan ki Umeed **Remote**
Head of Content & Media Strategy *October 2020-November 2021*

- Spearheaded Umeed's content team in research and designing captions on Instagram and increased their reach by 800% in under one year.
- Managed 15+ writers and created Umeed's exclusive content format "The Unheard Screams" for specific case studies based on contemporary social issues.

SKILLS & INTERESTS

Skills: Microsoft Office (Excel, Powerpoint, Outlook), Python & Java, Languages (English, Hindi, Assamese)

Interests: Artificial Intelligence, Finance and Marketing