**Shantha Kumari J.E.**

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Career Objective:

Generate quality content with absolute correctness and accuracy for organizations / agencies and move ahead in my writer career. Seeking a position as a Content Writer where my skills and proficiency will be utilized & provide ample bandwidth to hone my skills in the area of writing while advancing in this field.

Professional Strengths:

* Writing experience in great variety of topics and consistency with SEO compliant content.
* Experience with online research, key word search, editing & reading capabilities.
* Familiar with analytic tools like Google Analytic, Piwik.
* Involved in marketing activities like email campaigns, creating collaterals for events, website, articles, blog posts, brochures, PPTs, corporate web pages, and other digital requirements.
* Good written and verbal communication skills. Possess good organizational and management skills.
* Familiar with Microsoft Office, Excel, PowerPoint, WordPress, Mail Chimp, HTML and Word.
* Excellent writing skills, command of English, editing & proof reading skills, research skills.
* Ability to generate content in a clear and precise manner according to client’s requirements.

Professional Experience:

Currently working as Marketing Analyst - Content Writer at Sysfore Technologies, Bangalore

**Duration:** November 2015 to present

Sysfore is a leading system integrator (SI) specialized in building computing systems for enterprise clients using the best of cloud, mobile, and responsive web technologies. It serves a global client base, offering Cloud Consulting, Technology and Managed Services.

**Responsibilities:**

* Pinpoint relevant content themes and create content that will resonate with leads and customers. Develop an editorial calendar that maps out content development plans.
* Write, edit and create content. Repurpose content as needed. Ensure content is optimized for search and user experience across all channels including online, social media, email, video and print.
* Drive social media and email campaigns for clients.
* Review / Edit / Proof read content of on a regular basis.
* Coordinate with the SEO and Design Team for timely delivery of articles.
* Use content management systems such as WordPress to maintain and update the blog website on a regular basis.

**Previous experiences:**

**Company:** Mediacle Inc, Bangalore

**Duration:** December 2013 to September 2015

Mediacle Inc is a one-stop digital service company which provides complete digital services for the clients. It is involved in Digital marketing, Web development, Software development, Video production and Content writing services.

**Responsibilities:**

* Primary responsibility is to write game reviews for the various gaming clients.
* Involved in writing content for the client's website including Blogs, Promotions, Press releases, Newsletters etc.
* Writing SEO compliant content for all the social media channels such as FB, Twitter, YouTube etc.
* Content creation, updating, editing and proof-reading on a regular basis.
* Using Content management systems such as WordPress to maintain and update the website on a regular basis.

**Company:** Cobaan Technologies, Bangalore

**Duration:** April 2013–October 2013

Worked as a Content Analyst, during which time I wrote reviews of the electronic gadgets. The company managed the website [www.reviewgist.com](http://www.reviewgist.com) which specialises in providing reviews for the electronic equipment, compares their prices and suggests the best product to buy.

Primarily was responsible for content creation, updating, editing and proof-reading on a regular basis.

**IT experience**

I have around 8.2 yrs. of total IT Experience in testing domain and gaining knowledge in various technical subjects.

* BitSoft Systems Pvt Ltd (2004 to 2006) as Test Engineer.
* HCL Technologies (2006 to 2012) as Test Lead

During my regular duties and responsibilities as an IT professional, I have written technical documents and general articles related to my area of work ie. Testing.

This experience has enabled me to enter in the new field of Content Writing.

**Worked as a Freelance writer / website / Technical content writer**

* Studying and understanding orientation of the website under consideration and relevancy of the current topic with it.
* Gathering information and content material regarding the subject topic
* Searching for the keywords useful to achieve excellent Search engine optimization of that website.
* Writing SEO compliant, keyword related articles using the gathered information.
* Submitting completed articles online.

Academic education:

* 1999 - 2003 Completed B.E. (Computer Science & Engineering) from JSS Academy Of Technical Education, Bangalore)
* 1997 - 1999 PUC Vijaya College, Bangalore, Karnataka.
* 1997 CLASS X Poorna Prajna Educational Centre, Bangalore, Karnataka.

Personal Strengths:

* Goal-oriented individual with leadership abilities.
* Excellent team player with sense of responsibility
* Inquisitive, creative and resourceful
* Good skills in communication and collaboration.

Additional Information:

* Permanent Address: #26, 5th B Cross, 16th Main, BTM Layout, 1st Phase, 2nd Stage, Bangalore - 560 076.
* Date of Birth: 15 - March -1981
* Passport: J4616628
* PAN Number: AXMPS6870K
* Marital Status: Single