

Mitali Sharma

Senior Officer - Content Operations

I have 6 years of expertise as a content professional, with prior experience in content operations, editorial coordination, social media, and content strategy development. I also curate short news and infotainment videos about current affairs, human interest stories, and trending topics for my social media accounts.



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SKILLS

Content strategy

Content management

Content creation

Editorial coordination

Social Media

User retention

Scripting

Anchoring

Operations

MS Office suite

UX management

Collaboration management

Editorial management

Event management

Content management software

LANGUAGES

English



Hindi



WORK EXPERIENCE

Senior Officer - Content Operations

ET Prime - Times Internet Limited, Oct 2020 - Present

Noida, India

- ▣ **Content management:** Oversee the homepage, ensuring that ET Prime has an appealing and well-organized web presence.
- ▣ **Editorial management:** Oversee content operations and proofread articles and newsletters.
- ▣ **Social Media:** Develop and implement social media strategies, resulting in significant increase in homepage traffic.
- ▣ **Marketing:** Manage app and google chrome alerts to enhance user engagement.
- ▣ **Multimedia operations:** Manage audio workflow operations, create audio content, and execute audio postproduction.
- ▣ **Data analysis:** Analyse weekly story data to assess content performance.
- ▣ **Collaboration:** Support the editorial team to streamline workflow and operations.

Content Operations Supervisor

Kuaishou Technologies, Dec 2019 - Oct 2020

Gurugram, India

- ▣ **User retention:** Conducted user journey tracing and performed data analysis to optimise content strategies.
- ▣ **Content planning:** Strategised video content from KWA, Snack Video, and U Videos.
- ▣ **Event management:** Successfully handled both offline and online events and campaigns.
- ▣ **Collaboration:** Managed influencers and agencies fostering effective partnerships & maximising impact.

Content Operations Specialist

APUS Apps Pvt. Ltd, Dec 2018 - Dec 2019

Gurugram, India

- ▣ **Team management:** Effectively led a team of over 30 freelancers responsible for content tagging.
- ▣ **Content operations:** Managed news/video content for APUS Browser & led push notification strategies.
- ▣ **UX management:** Implemented and streamlined content management practices to enhance user experience.

Social Media Editor

ADG Online Solutions, Sept 2018 - Nov 2018

Faridabad, India

- ▣ Worked as the Content and Social Media Editor at India Incharge, a startup news portal.

Content Operations Analyst

UC Web Alibaba Group, March 2017 - March 2018

Gurugram, India

- ▣ **Marketing notifications:** Managed bilingual content for UC News & Browser, contributing to effective content delivery and user engagement.
- ▣ **Data analysis:** Conducted data analysis to inform strategic decisions and optimise content performance.

PERSONAL PROJECTS

Newswaali, October 2022 - present

- ▣ Curating short news and infotainment videos about current affairs, human interest stories, and developing topics for my social media accounts. (References on request)

EDUCATION

Bachelor's in Journalism and Mass Communication

Manav Rachna International University, Faridabad (HR.)

07/2014 - 06/2017

7.5 cgpa