

# JANANYA M H

## -Creative Writer-

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As a detail-driven and highly experienced creative writer with more than 5 years of experience in developing and producing original content for a variety of platforms, spanning across genres, I feel confident that I could substantially surpass your expectations for this role. Success in the wonderful world of writing requires a commitment to grammatical excellence, an innate ability to identify and pursue compelling stories and information, and an unwavering adherence to all deadlines and individual business requirements. My background includes writing articles, blogs, website content, adverts and more on a variety of subjects such as news, culture, lifestyle, travel, the arts, health, and business. With my professional and educational history, I can confidently say I can creatively write and edit any given topic with ease. My goal in life is to weave magic through words and bring forth words of wonder.

If given an opportunity to work in your esteemed organization, I shall endeavor to deliver my best to the satisfaction of my superiors to aid in mutual growth and benefit.

### Total Work Experience: 5 Years

- ✓ Worked in **Affinity Express, Pune**, as a **Senior Advertising Campaign Manager (Content Specialist)** (January 2019 - March 2020)

My roles and responsibilities here included forming effective paid search strategies, writing and editing attractive and concise content for adverts, launching and optimizing various PPC campaigns, keyword selection and audience targeting and training the team on copywriting and language skills required for the US and Canada market.

- ✓ Worked in **Searchlight Health, Bangalore**, as a **Content Writer Consultant** (3 months)

Hired specially for a 3 month contract project, I was responsible for creating health-related content across platforms for two clients - Apollo Hospitals and Cure Consult. My work involved writing about a wide range of minor and major medical surgeries and being consulted by the clients and my team for the same.

- ✓ Worked with **Tata Consultancy Services Ltd , Bangalore**, as a **Senior Copywriter** (1 year 3 months)

Worked under an UK client - Yell. My job role involved creating website content for a wide range of businesses spread across the UK and Scotland. These businesses ranged from florists and architects to restaurants and beauticians. Other work involved SEO, SMM and QC.

- ✓ Worked with **Inasra Technologies (Stayzilla) Pvt Ltd, Bangalore**, as a Copywriter (3 months)

A part of the product team, I was responsible for performing a quality and accuracy check for plenty of homestays/hotels/resorts/guest houses spread across India and the North East. Writing full-fledged descriptions, taglines, and reviews for the same was also a part of my job. I also wrote content for the company's website, social media and blog.

- ✓ Worked with **Funizen Solutions Pvt Ltd, Bangalore**, as a **Content Writer** (6 months)

A part of the marketing team of our core client Gamemela, I was responsible for creating and managing the company's website content, blogs, press releases and social media content.

- ✓ Worked with **Slyds Services Pvt Ltd, Bangalore**, as a **Copywriter** (6 months)

I was responsible for creating and editing the company's website content, press releases and promotional content. I also wrote content for various client brochures, newsletters and pamphlets.

- ✓ Worked with **Zamstars Management Services Pvt Ltd, Bangalore**, as a **Content Writer** (6 months)

A part of the marketing and sales team, I was responsible for working with a wide range of clients, creating and editing all forms of content for their products and services.

- ✓ Worked with **Prime Focus Technologies Pvt Ltd, Bangalore**, as a **Media Associate (Writer & Editor)** (6 months)

Assigned under the lead team of Warner Bros, I wrote and quality checked subtitles of various movies and sitcoms of the 60s and above.

### **Skills:**

- Excellent verbal and written communication skills
- Well- versed in Google AdWords , SEO and S M M .
- Proficient with MS Office
- Ability to maintain confidentiality at all times
- Logical thinking and creative approach
- Positive and enthusiastic attitude
- Good team player

### **Educational Qualification:**

Degree	Year	Grade	University
Bachelor of Media Studies (BMS) Journalism and Mass	2016	B+	Jain University, Bangalore
Diploma in Creative Writing in English (DCWE)	2015	A+	Symbiosis University of Distance Learning, Bangalore
12th Arts	2012	A	K. L. E. S. N College, Bangalore

**Personal Profile:**

<b>Name</b>	Jananya M H
<b>Date of birth</b>	25th June 1994
<b>Gender</b>	Female
<b>Languages known</b>	English, Tamil, Kannada, Hindi and Sanskrit
<b>Hobbies</b>	Writing, reading, dancing, singing and travelling
<b>Current Address</b>	Little Hearts, B-908, Jagdamba Bhavan, Road, Undri, Pune.

**Declaration:**

I hereby declare that all the information given above is true and I hold the responsibility of its authenticity.

**Place : Pune**

**Date :**

**Signature :**

**(Jananya M H)**