**LIKHITHA B**

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**EXPERIENCE ACMETEK SSL & AUTHENTICATION SOLUTIONS**

**Technical Content Writer** Nov 2021 – Present

 Conceptualized and developed technical SSL, PKI, IOT and VMC documentation

 Authored product-based white papers, troubleshooting guides, and ‘SSL certificate installation and CSR

generation instructions’ for various servers

 Delivered user-centric, value-added content driven by interaction and relevancy as blogs, email campaigns, and twitter threads

 Innovated new-age marketing formats for easy promotion of cybersecurity-rich content

 Fabricated comparison docs between different product certificates as per clients’ requirements

 Produced easy-to-understand webinars, flyers, standee, newsletters, and social media content on complex themes like post-quantum cryptography solutions and IOT security

 Created in-product microcopy, promotional copy, and instructional copies for documentation

**WEBBOOMBAA**

**Marketing Content Writer** Nov 2018 – Jan 2019

 Managed a content scheduling plan and the firm’s social media, website, and blog content

 Researched industry-related topics (combining online sources, interviews, and studies) for diverse clients’ domains for data & context accuracy and ensured consistency in brand voice

 Edited, proofread, improved, and created engaging content quickly, efficiently, and against deadlines

 Brain-stormed website ideas with the team and crafted user-driven content to publish across platforms

 Incorporated SEO best practices into writing, including the integration of keywords and in-line links

**COGNIZANT**

**Programmer Analyst Trainee** Feb 2018 – Oct 2018

 Managed client database with service tools like Informatica and resolved clients’ functional queries

 Performed an everyday ‘Report Refresh’ to maintain an updated server database

 Assisted in creating documentation on client-specific applications, project processes, and workflows

**LEADERSHIP AND ACTIVITIES**

 Received the ‘Pinnacle award’ in Cognizant for exemplary contribution

 Chaired the ‘Head Content Coordinator’ position in SVEC Art and Literary club with 1000+ members

 Published an article in The Hindu daily ‘Open Page’ column titled “My window to the Cosmos” dated

10-11-2015

**EDUCATION**

**UNIVERSITY OF HYDERABAD** MA Masters Degree in English. CGPA 8.23. 2019 - 2021

**SRI VIDYANIKETAN ENGINEERING COLLEGE** B.Tech

Bachelors Degree in Mechanical Engineering. CGPA 7.37. 2013 - 2017

**SKILLS**

MS Office tools, IOT, SEO-effective copy, Blogging, APA Style, Chicago Manual of Style, Informatica, SQL