**CRESCENT CU**

**Content Marketer and Developer**

**Address: Pune, Maharashtra**

**E-mail ID: cucrescent89@gmail.com**

**Contact : 8497049932, 7892578722**

Enthusiastic Content Strategist eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Outstanding cross-functional leader and creative engineer of any content and topics which engage and entertain audience. Have a clear understanding of digital content and content marketing and training in content creation. Motivated to learn, grow and excel in the industry.

**PERSONAL PARTICULARS**

**Date Of Birth:** 14 FEB 1994

**Gender :** Female

**Nationality:** Indian

**Languages Known** : English, Hindi, Malayalam

**FIELD PROFICENCY**

1. Writing skill
2. Creative writing
3. Research abilities
4. Good communication skill
5. Manage social media (personal website: <http://www.mirakee.com/tnecserc_cu> , facebook, instagram)

**WORK HISTORY**

**Senior Content Writer at Insights Success Media and Technology Private Ltd (2018- Present)**

* I work in the print media production company and hence my duty varies from drafting various types of articles, blogs, SEO-centric articles and interviews.
* Herein, I have also conducted interviews, handle tight deadlines, and connect with clients in case of any query.
* Led team of 3 staff writers in production of content for the publication.
* Managed competing deadlines with efficiency and conducted editorial meetings with staff members to collaborate and review proposed publication suggestions.
* Utilized exceptional writing, editing and proofreading skills to produce engaging and error-free content.
* Completed thorough research into assigned topics.
* Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating and authentic approach.
* Evaluated project requirements and content standards for each project in order to produce copy in line with creative structure.
* Produced original, creative content for promotional advertisements and marketing materials.
* Customized brand message to reach and capture target audience interest and drive engagement.
* Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
* Provided editorial guidance to other departments, including designing team devoted to delivery of top-quality content.
* Resolved client problems, improved operations and provided exceptional client support.

**Content Writer at Banyan Tree Infomedia (September 2016- 30 June 2017)**

* I write original content on all kinds of articles ranging from lifestyle, biographies, food, travel, health, sport, biographies, product descriptions etc, which is feed to fan base of 3-million around the world.
* Completed thorough research into assigned topics.
* Collaborated with creative director and copywriting team in completing all phases of client projects from planning to on-time completion of quality deliverables.
* Reviewed and edited final copy for accuracy and oversaw all phases of production.

**Content Writer- What A Movie (Internship)**

* Wherein my duty was, write news reports, editing articles and updating articles on a regular basis to keep the application updated.
* Helped in developing website portal and social media pages to promote businesses.
* Monitored social media and online sources for industry trends.
* Assisted in managing corporate social media channels including Facebook, Application and Twitter.
* Tracked social media trends and adapted to attract target follower demographic.
* Discussed SEO needs and optimized strategies for short- and long-term campaigns.
* Monitored online presence of company's brand to engage with users and strengthen customer relationships.

**Assistant Editor- Technology Issue, Onionfans Tech Media. (15th March 2016- April 18th 2016- Internship/ Trainee)**

Wherein my duty was to write articles for a technology magazine that is fed to American readers. I was also assigned to conduct interviews and write them to make readers understandable.

**Sub-Editor and Editor of Acharya Samachar (in-house publication)**

* (in-house publication) This publication was published in college, which was a base to more than 1 lakh students.
* As a subeditor, my duties were to manage the news reports, select articles and edit the articles which helped to have an eye for detail and spotting errors.
* Led team of 5 staff writers in production of content for daily newspaper.
* Proofread, edited, and evaluated final copy to verify content aligned with established guidelines.
* Delegated and tracked each staff member's assignments and deadlines.
* Worked with graphic artists, post-production team members and other specialists to produce captivating and successful content.

**EDUCATIONAL QUALIFICATION**

1) KendriyaVidhyalaya Adoor : Completed 10th grade with 74%

2) Kendriya Vidhyalaya Adoor : Completed 12th grade with 68%

3) BA English with Journalism (MGU): B (Grade)

4) MS in Journalism & Mass communication, Bangalore University: A(Grade)

**ACHIEVEMENTS**

* Certificate of paper presentation at Garden City College, Bangalore (National Media Seminar, Media Sparks ,2015)
* Certificate for my service in AKANSHA, 2015 (Media Fest, Acharya Institutes)
* Organizer and coordinator of PETALS (College Alumni Meet, 2015)
* Organizer and coordinator of Mr. and Mrs. Bangalore Young- 2015
* Certificate for my service in RANGADARPAN (April 5th  & 6th 2016)

**CORE COMPETENCE**

* Leadership skills
* Punctual
* Outspoken
* Dedicated & hard working
* Well behaved