

# SUSHMA RAJU

CONTENT  
WRITER/MARKETER

## PORTFOLIO LINKS

<https://sushmaraju.contently.com>

<https://www.squarerings.net/>

<https://www.linkedin.com/in/sushma-raju-writer/>

## CONTACT

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NAGAR, SRIPATHY NAGAR,  
PAKKAM, THIRUNINRAVUR

## ABOUT ME

A professional Hubspot certified Senior Digital Content writer/marketer with a niche in website content, social media marketing, long-form content, and whitepapers predominately in the IT and Fintech industry. Aiming to create a content strategy from scratch to grow professionally and personally in the field.

Rich writing skills with a strong experience in Social Media Marketing, SEO, Blogging, Microsoft Word, Online Content Creation, Public Speaking, Content Management Systems (CMS), and interpersonal management between various teams, mainly art and design teams.

## EDUCATION

### RAJALAKSHMI ENGINEERING COLLEGE

2014 - 2016 | MASTER OF COMPUTER APPLICATIONS (MCA)

### JAYA COLLEGE OF ARTS AND SCIENCE

2011-2014| BACHELORS IN COMPUTER APPLICATIONS (BCA)

## EXPERIENCE

**Sept 2019 -  
present**

**NOVAC TECHNOLOGY Pvt LTD  
SENIOR CONTENT MARKETER**

- Involved with intensive research and wrote blogs, in-house literature pertaining to Novac's Fintech products and services.
- Wrote the website content of Novac tech and Novac learning
- Handled the social media presence of the company on a regular basis with the inter-department communication for the creatives involved.

**Dec 2017-  
Aug 2019**

**TRANXIT TECHNOLOGY SOLUTIONS  
CONTENT WRITER**

- Extensive research and wrote blogs on Blockchain Technology and Mobile App Development
- Wrote guest blogs, handled social media presence, and community forums for Blockchain App Factory website.
- Handled clients for ICO marketing, wrote whitepaper, yellowpaper, and social media marketing for the same.

**Nov 2016-  
Dec 2017**

**NETAXIS IT SOLUTIONS  
CONTENT WRITER**

- Wrote website content, articles, and regular blogs and tutorial pages for LinuxHelp website
- Wrote in-house literature, long and short form content for the company