

JAYADEEP SUBHASHIS HOTA

Male, 30 years

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Contact No: 9861093525

PROFILE SUMMARY

Creative, skilled, and accomplished Content Writer with 6 years of experience in the Content Writing field. Writing creative, conversion-friendly content is my forte. Apart from writing lead generating content such as case studies, whitepapers, marketing collaterals etc., I am trusted to write brand-representing content across all organizational communication with special attention to brand tonality, reader's interest and business objectives.

WORK EXPERIENCE: MUVI ENTERTAINMENT PVT LTD ([WWW.MUVI.COM](http://www.muvi.com))- DECEMBER 2017-TILL DATE

Designation: Senior Content Specialist

Expertise: SaaS Marketing | Video/Audio Streaming | Content Marketing | Brand-building

- Driving content marketing initiatives
- Diligent maintenance of content calendar
- Mentoring content team in their day-to-day content assignments
- Writing Website Content (Product features, Solution Pages, Company-specific pages etc.)
- Writing lead-generating content such as White Papers, Case-Studies, e-Guides
- Writing Press Releases
- Communicating Muvi's POV on partnerships, alliances etc.
- Creating content for marketing collaterals
- Publishing newsletters & weekly announcements
- Writing industry talk-points for attendees for panel discussion, round-table discussion etc.
- Proof Reading each and every content before publishing and printing
- Proof reading organizational process and work culture documents
- Brainstorming, ideating and coordinating with design team for creative visuals that speaks for the brand Muvi across all internal and external communication
- Crafting catchy social media posts and extending content view point to social media team

Highlights:

- Published White Paper on Reinventing OTT with Block Chain: Applications of Block Chain in Media, Entertainment & Broadcasting Industry – more than 4k+ downloads.
- Published Customer Success Stories/Case Studies – more than 2k+ downloads
- Three of my blogs have been in the **Muvi's Top 10 Most Viewed Blogs of All-time**

As Conference Coordinator

The perk of working in a start-up! I was trusted by Muvi to head their event and conference wing by virtue of my communication skills and coordinating ability. I have coordinated Muvi's exhibition in some of the high-end media events such as **NAB Show Vegas, NAB Shanghai, NAB New York, IBC Amsterdam, BroadcastAsia Singapore, MIPCOM France** etc.

My primary responsibilities with respect to conferences include

- Maintaining conference calendar
- Registering exhibition space
- Negotiating terms, conditions & benefits
- Event dashboard management
- Lead tracking
- Coordinating with event POC for optimal event experience
- Coordinating booth setup, amenities
- Formal documentation and budget management
- Event report and ROI analysis

WORK EXPERIENCE at Edusys Services Pvt. Ltd.

Designation: Senior Content Editor

<http://www.edusysglobal.com/>

- Co-authored a highly acclaimed book on **Corporate Negotiation** that provides insight into the hidden tricks used by seasoned negotiators during negotiation process. **Developed case study and worksheets** with reference to several high profile corporate negotiations in recent history.
- Developed questions for the **Negotiation Certification Programme(Both Associate and Professional level)**
- Developed questions for **Sales and Marketing Certification Programme** which includes **Corporate Sales and Branding and Advertising(Associate level, Expert level, Professional level)**
- Question Creator for **Scrum Certification Programme(Associate Level)**
- Developed creative content for high quality videos with special focus on **Text-Image Relevancy**
- Member of **Proof Reading Team** and **Content Editing team** responsible for high quality content meant for publication
- One of the **most viewed author** in Quora on the forum Scrum Development

ACADEMIC EXPERIENCE: Faculty Communication, IIMT, OCTOBER 2013 TO MAY 2015

- Served as **Faculty Communication cum Asst. Registrar at Interscience Institute of Management and Technology (IIMT)**, a Bhubaneswar based premier B-School as.
- Areas of interest were **Organization, Behaviour and Entrepreneurship Development.**
- Soft Skills classes taken with special focus on interview etiquettes.
- Developed crucial tools for IIMT related to various aspects of organization i.e.
 - ✓ Creative Consultant in designing and content writing for institute's website(currently in process)
 - ✓ Committee member in IIMT Journal
 - ✓ Arranging conference for IR-NET, the research wing of IIMT
 - ✓ Drafting Newsletter for college including designing
 - ✓ Structuring SIP schedules for PGDM students
 - ✓ Project Guide for both PGDM and BBA
 - ✓ Conducting workshop for improvement of communication skills among students
 - ✓ Heading communication Lab at IIMT dealing with mailing etiquettes and improvement of writing skills
- Written academic website and prospectus content
- Proof reading all documents/content meant for internal and external communication
- **Visiting faculty to Sri Sri University** and taken classes on Language, Literature and Creativity and conducted Grooming sessions for MBA students prior to placement

Work Experience at ICORP: 1st October 2012 to September 2013

Designation: HR Executive

Roles and Responsibilities:

- Recruitment (Campus Placement and Walk-In)
- Payroll Management
- Driving Performance Appraisal process
- Ensuring all letters like Promotions, Transfer and notice etc are issued on time
- Proper documentation of official work and client meetings
- Employee grievance and welfare management
- Creative Consultant in developing new projects initiated by I Corp
- Personality Development Training and HR support to the new recruits
- Managing Employee Database and Documentation

- Attendance Management
- Arranging official party and picnic

Major Assignments at I Corp:

- Prepared **company profile presentation** for client
- Developed **Performance Appraisal Instrument for Technical Staffs** of I Corp
- **Conducted campus placement at a leading engineering college in Bhubaneswar and addressed participants from five colleges and successfully completed the recruitment process comprising of Written Test, Group Discussions and Personal Interview**
- Prepared a special **HR Module** as a part of the **Employee Development Program** to improve communication skills, interpersonal skills, presentation skills and Overall Personality development of the new recruits
- An active member of the creative team of the company

Simultaneous Experience:

Organization : **Seashore Group of Companies**

Designation: **Corporate Trainer (Part Time)**

Duration: **7 Months (December 2012 to June 2013)**

Role:

- **Designing training module and conducting training for entry level executives**
- Indulging participants in **different team building games** during weekend training sessions
- Conducting workshop on **behavioral etiquettes, telephone etiquettes, dining etiquettes, party etiquettes, meeting etiquettes etc.**
- Conducting workshops for sales people to improve **persuasive skills and enhance networking ability**

EDUCATIONAL QULAIFICATION:

Qualification	School/College	Board/University	Year of Passing
PhD (Cont.)	Sri Sri University	Sri University	Cont.
MBA (HR & Marketing)	KIIT University	KIIT University	2012
B.Sc (Biotechnology Hons.)	Trident Academy of Creative Technology	Utkal University	2009

COMPUTER PROFICIENCY

- MS-Office, Google Suite
- Wordpress
- Adobe Illustrator
- Google Analytics
- Diploma in Computer Hardware and Networking from CTTC

INTERESTS / EXTRACURRICULAR ACTIVITIES

- Photography
- Collecting pictures of memorable events occurring globally from News Paper and Magazines.

EDUCATIONAL QUALIFICATIONS

Qualification	School/ College	Board/ University	Year of Passing	Percentage/ CGPA
PhD (Cont.)	Sri Sri University	Sri Sri University	cont.	6.8 (CW)
MBA(HR- MAJOR/Marketing - Minor)	KIIT School Of Management (KSOM)	KIIT University	2012	6.54
B.SC (Hons. Biotechnology)	Trident Academy of Creative Technology	Utkal University	2009	61.23%

DOCTORAL STUDIES DETAILS

Currently pursuing PhD from Faculty of Doctoral Studies, Sri Sri University, Cuttack under the guidance of Prof. Pratima Sarangi, PhD Utkal University, HOD-HRM and Good Governance, Sri Sri University.

Research Area

"Human Resource Practices in SMEs in Odisha- A Comprehensive Study."

RESEARCH HIGHLIGHTS

- Presented a Paper "**ENTREPRENEURIAL STRATEGY AND HUMAN RESOURCE PRACTICES FOR ORGANIZATIONAL SUCCESS- A STUDY ON "GRAM VIKAS"**" at **International Conference on Business Environment and Globalization** held at International Management Institute, Bhubaneswar in collaboration with EGADE Business School, Mexico in December 2015.
- Presented a Paper "**Salary Negotiation Process in MNCs : A Candidate Perspective**" at **National Good Governance Conference 2017** at Sri Sri University.

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