

EKTA MAKAN

EDITOR



PROFILE

Committed to providing clear, concise content for every project and for each client, working with a production team to create attractive and understandable material. Experience in a variety of settings in both online & publication types, from internal communication, magazines, blogs, website content and marketing content.

Skilled team player who can collaborate with other team members and departments to create high-quality materials. Dedicated professional continually striving to raise the bar for quality.

WORK EXPERIENCE

CONTENT MANAGER AT EDVOY

MARCH 2020

- Worked with UX designers to create the look and feel for content items and experiment with different mediums (text, video, audio, webinars, etc.)

- Performed developmental, technical, and copy editing on a large volume of product documentation for a global student

- Develop fresh content ideas with team members, the video production crew, PR agency and internal departments

- Develop fresh blog and news articles for the portal

- Mentor writers to improve clarity, conciseness, and consistency, with a focus on user-goal, topic-based authoring and lean writing

EDUCATION

DELHI UNIVERSITY

MA (MASS COMMUNICATIONS)

2009-2012

GGG INDRAPRASTHA UNIVERSITY

BJMC

2006-2009

CONTACT

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SKILLS
CONTENT MANAGEMENT
CORPORATE COMMUNICATIONS
MARKET RESEARCH
EVENT MANAGEMENT

REFERENCES

INDERJEET JAIN
NIMIT RANGAR

- Headed idea generation and content creation for all digital and social marketing (Facebook, Instagram, mailers, campaigns etc.)

EXECUTIVE EDITOR AT PITCH MAGAZINE

NOV 2018-JAN 2020

- Developed and manage relationships with freelancers/agencies who provide content
- Developed structure of the monthly magazine including the cover story
- Work with writers to develop enterprise pieces providing contextual stories and news off of beats
- Coordinated with the design team to get creatives ready for both individual stories and the cover page
- Worked closely with the Senior Marketing manager to leverage and create relevant content related to marketing campaigns and devise a strategy for execution
- Helped to establish better delivery of content and thought leadership to the marketplace
- Assisted in providing an 'all killer, no filler' culture at the magazine
- Channelised the PITCH CMO Submit

EXECUTIVE EDITOR & GROUP HEAD CORPORATE COMMUNICATIONS AT URS INT.

MARCH 2015- NOV 2018

- Guided the work of writers and designers, with an emphasis on independent idea and content generation.
- In the organizing committee conducting national and International business summits
- Worked with colleagues in content strategy and audience analysis to apply research in creating high quality content and marketing initiatives to accelerate the path to AsiaOne Magazine and Coffee table publication.

HEAD OF DEPARTMENT (MEDIA) AT LOYALTY COMMERCE

JAN 2013- MARCH 2015

COMMUNITY MANAGER AT SIREZ MEDIA

MARCH 2012- JAN 2013