

SHRIDHAR PATIL

CONTENT ANALYST

EXPERIENCE

Analyst

February 2022 - Present | Gameskraft, Bengaluru, Karnataka

- **Sports Category Head** - Researching on real-life events and listing them on the application for the purpose of opinion trading.
- Working across multiple sports domain. Preparing sports content calendar, working on AOPs, SOPs, analyzing data for competitor analysis, collaborating with the marketing team to create PNs and planning out monthly targets.
- **Non-Sports Category Specialist** - Working across different categories such as Entertainment, Business, Weather Forecast, Crypto, Global Politics, Current Affairs, and others to list trending events for the prediction market.
- Focusing on improving the GTV (Gross Traded Volume), researching trending events for trade purposes.
- Working on Wordpress to create SEO-rich blogs.

Content Editor

August 2021 - November 2021 | Reports & Data, Pune, Maharashtra

- Planned contents of publications according to publication's style, editorial policy and publishing requirements.
- Detected and correct errors in spelling, punctuation and syntax.
- Prepared, rewrote and edited copy to improve readability and supervised others who did this work.
- Supervised and coordinated work of reporters and other editors.
- Verified facts, dates and statistics, used standard reference sources.
- Monitored market research operations to utilize news sources, such as press releases, marketing reports, and others across various domains such as ICT, Agriculture, Chemicals, Aerospace, Healthcare, Defense, etc.

Content Writer

CONTACT



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CAREER OBJECTIVE

Failure - Dwelling on yesterday's success. A new day for me starts with a burning desire of achieving something meaningful through the learn-unlearn process.

Results-oriented professional with experience in accelerated growth, content creation, content editing, SEO-writing, business reengineering and financial restructuring.

February 2020 - August 2021 | Fortune Business Insights,
Pune, Maharashtra

- Wrote Press releases, edited marketing collaterals as well as market reports, drafted guest blogs & company blogs.
- This involved working in various market domains such as ICT, Healthcare, Defense & Aerospace, Agriculture, Chemicals, etc.
- Mentored new employees, processed their daily tasks, allocation of tasks, and guiding them regarding in-house writing styles.

Content Writer

September 2019 - January 2020 | MarketingMuggles, Pune,
Maharashtra

- Adhered to diverse tone and style specifications in alignment with project requirements.
- Discussed with client product, advertising themes and methods and any changes that was made in advertising copy.
- Collaborated with other writers to identify project style and tone.
- Developed advertising campaigns for wide range of clients, working with advertising agency's creative director and art director to determine best way to present advertising information.
- Pitched ideas for news and lifestyle articles.
- Collaborated with other writers on specific projects.
- Outlined and organize material accordingly.
- Followed established procedures to obtain copyright requirements for completed work.
- Reviewed and implemented editorial feedback to improve written content.
- Edited and formatted content to prepare and submit for publication.

EDUCATION

Completed Coursework Towards Bachelor Of Computer Applications In Computers

July 2010

Indira College Of College Of Commerce & Science, Pune, Maharashtra

Extracurricular Activities

- Won Quiz Competition At Pune University

High School Diploma

April 2010

Amrita Vidyalayam, Pune

ADDITIONAL SKILLS

- Analytical Thinking
- Project Management
- Quantitative and Qualitative Analysis
- Deadline Adherence
- Multiple Priorities Management
- Data Research and Validation
- Presentation Development and Delivery
- Information Organization
- Budgeting and Forecasting
- Trend Analysis
- Team Meetings
- Statistic Analysis
- Team Leadership
- MS Excel
- Office Automation
- Financial Accountability
- Statistical Modeling
- Google AdWords
- Sports Analyst