

B. Ajay Kumar

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Profile Summary

A meticulous, witty, and disciplined writer, passionate about art, technology, and creative processes involved in writing along with a deep understanding of the business side of it. Committed to producing quality work, with a strong belief that the best piece of writing will touch the people, make them move, think, and reflect on their behavior and relate to their routine.

Summary of Skills

- Creative, dynamic, analytical, and organized, with good written, oral communication skills
- Strong eye for accuracy, details, and wordplay
- Skilled at conceiving ideas, creating, and implementing them
- Adept at writing for various audiences across multiple media

Professional Experience

Senior Content Writer (Marketing) - Freyr Solutions, Hyderabad Jan 2019 – Present

- Creating, editing, and proofreading content for company websites
- Writing content for magazines, blogs, newsletters, and internal communication purposes
- Creating and editing copies for product marketing, product descriptions, mailers, and other marketing projects in various multimedia formats that can be read, listened to or viewed on screen
- Completing other writing assignments including press releases, video scripts, and ghostwriting for leadership
- Conducting periodic check of website content and updating the same as per company requirements
- Continually strive to understand the industry updates and mandates to remain on-brand and on-trend

Freelance Writer/Translator May 2018 – Jan 2019

- Writing web copies, metadata, and other promotional content for a renowned company
- Handling translation services and subtitling for clients who deal with OTT platforms
- Writing Ad copies, promotional taglines, and other creative writing for various clients

Creative Writer/Assistant Director - Green Gold Animation, Hyderabad Oct 2016 – Mar 2018

- Conceiving ideas, initiating and developing new concepts for Animation and Live Action
- Writing stories and scripts for Animation and Live Action shows such as ‘**Kalari Kids**’, airing on **Amazon Prime Video**

- Worked as an Assistant Director and took part in the production of Live Action show **‘Haddbad Gaddbad’** airing on **YouTube**
- Driving the creative quotient and delivering timely concepts and scripts for animation
- Reviewing Animatics and suggesting changes to achieve the desired effect

Content Editor - Apalya Technologies, Hyderabad

Jun 2015 - Oct 2016

- Mentoring the content team, helping them to set goals and fostering them to achieve them
- Editing content to ensure accuracy, readability and brand-consistent tonality
- Writing creative promotional notifications and scripts for various mobile TV applications
- Managing operational works and collaborating with marketing, sales, content acquisition, and technical teams

Content Writer - 24 Frames Factory, Hyderabad

Oct 2014 – May 2015

- Writing high-quality creative articles on various topics, such as movies, celebrity gossip, and entertainment, politics, cultures and social media
- Analyzing films and writing reviews that are insightful yet entertaining
- Editing and proofreading of articles and movie reviews

Intern Feature Writer - The New Indian Express Group, Hyderabad

Feb 2014 – Mar 2014

- Fulfilled multifaceted duties that included reporting, news/feature writing, researching, copy editing and proofreading

Content Writer - Rocana Software Solutions, Hyderabad

Aug 2013 - Sep 2014

- Writing high-quality, appealing content for Websites, Brochures, Flyers
- Performing extensive Web Research to collect pertinent data for the content
- Editing Web Copies and Revising Content according to customer feedback

Achievements

Hall of Fame – Feb 2016

Apalya Technologies Pvt Ltd

Education

PG Diploma in Mass Communications, Bharatiya Vidya Bhavan, Hyderabad

B.Tech in Computer Science & Engineering, JNTU, Hyderabad

Date:

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