**Ameena Riaz**

**Senior Content Writer**

**Master of Science in Mass Communication**

**Res: Jayanagar 9th Block**

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**Experience**

**Vodafone Global Shared Services Private Limited** (28th of August – 30, June 2020)

Designation**- Senior Content Writer**

**Responsibilities**

* Creating and uploading articles related to Fixed Line and Mobility Services for Service Deskagents and customer related documents in ServiceNow
* Migration of Content from SharePoint platform to ServiceNow per ITIL standards, training sessions delivered on Knowledge Base in ServiceNow to Service Desk Agentsper agile methodology norms
* Creating content for various teams across the globe including Manchester, Budapest, Bangalore, Cairo etc.
* Compilation of Newsletter on a monthly basis; content collation from various teams across the globe which includes Customer on-boarding, Customer Experience Excellence data etc.
* Communication of Process updates on a weekly basis across the globe regarding the various features/ knowledge artifacts published in ServiceNow
* Fulfilling metadata management, search functionality and UAT testing for ServiceNow
* Creating and uploading of Videos on WorkPlace to promote Knowledge

**Dotmappers** (28th January, 2019- 17th June, 2019)

Designation- **Content Writer**

**Responsibilities**

* Generating result oriented content that is thorough in research and comprehensive in treatment.
* Knowledge of Content Marketing/Digital Marketing Industry & to deliver Authoritative articles, which can used as branding purpose.
* Proficient SEO content development work, with a solid understanding of Social Media.
* Content updates for company's social sites like Face book, Twitter, Liked in, etc.
* Ensure ongoing improvements in content coverage and quality.
* Edit and revise existing content based on keywords.
* Develop unique, error free, grammatically correct content for client Brands.
* Writing News, special stories.
* Creating original play-free Blogs, Articles, website content, services descriptions.

**Navriti Technologies** (2nd December, 2013 -- October, 2018)  
  
Designation: **Senior content writer**

Responsibilities:

* Collate information from all the available sources pertaining to technical or other topics from books, magazines, reference content and extensive online research.
* Develop content on any topic required, be it technical as well as non-technical writing, in the formats prescribed.
* Incorporating various exercises to make the learning more interesting to the target audience,
* Creating training assessment methodology appropriate for the content, keeping the abilities of the target audience in mind
* Following the relevant quality guide lines, National Occupational Standards Blooms Taxonomy and create competency based curriculum

**Myntra.com** (1st April, 2013 – 10, June, 2013)

Designation: **Content writer in the catalogue department**

Responsibilities:

* Work with various departments of Myntra to get hold of the correct product information for all products.
* Write product information and promotional articles to deliver within tight deadlines.
* Provide written content for all types of products uploaded on Myntra’s website.

**Godot Media** (24th September 2012 – 22nd, March 2013)

Designation: **Junior Content Associate**

Responsibilities: Writing articles, e-books and blog posts on various subjects depending on client requirements.

**Summer Job**: Worked as a freelance reporter in ‘STUDENTS’ Magazine.

**Part time**: Worked as an Advisor in ICICI prudential insurance company for 3 years. (2006-09)

**Education**

* Post graduation in Mass Communication at C.M.S Jain College. (2009-11 Batch)
* Graduated in BA Degree from N.M.K.R.V College for Women in Journalism, Psychology and literature. (2006-09 Batch)
* One year add on course in Technical Writing in N.M.K.R.V College for women. (2006-07)
* Completed SSLC in Kenmore School. (2004 Batch)

**Professional Skills**:

* Excellent verbal and written communication skills in English (U.K) and Hindi language.
* Writing articles, editorials, features, copy writing and editing.
* Writing for SEO, White papers, Case Studies, Blogs
* Catalogue writing and writing for the layman.
* Writing scripts for News programs, documentaries, and short films.
* Writing scripts for Radio Dramas and documentaries.
* Knowledge about Protools editing software.
* Ability to work in teams and individually.
* Ability to work in pressure based environment and meet the need of the organization on time.
* Disciplined, dedicated and hardworking with the ability to adapt to the changing work environment and technology.
* MS Office
* Software: Microsoft Word, Excel and PowerPoint.
* Good typing skills.

**Activities in College**

* Written articles and editorials for the college Magazine (Vartha Vahini) in N.M.K.R.V College for women.
* Participated in shooting a television documentary on the multi cuisine feature of Bangalore and a short Film as an internal College project.
* Wrote and participated in Radio plays and documentaries.

**Personal Details**

**Date of birth**: 25th April, 1988

**Gender:** Female

**D/of:** A.R Riaz Ahmed

**Nationality**: Indian,

**Residence:** #14, 8thmain, Jayanagar 3rd block east, Bangalore