

# Criselle Lobo

+91 9833860677  
criselle4@gmail.com

B/16, Sun N Dew, Kalina, Santacruz (E),  
Mumbai - 98.

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## WORK EXPERIENCE

### **Content Writer at IN10 Media (May 20, 2019 - Present)**

- Planning the Social Media strategy for EPIC Channel and DocuBay.
- Writing content for all the posts on Facebook, Instagram, Twitter, and YouTube.
- Watching documentaries for content quality checks before they are acquired from production houses.
- Sharing content for mailers and Push Notifications.
- Writing the loglines and synopsis of the documentaries once they are acquired.
- Checking all the content on the EPIC On app through a weekly hygiene check.
- Writing blurbs for the books that are being published by the company.
- Working on the content for the company's Wikipedia and LinkedIn pages.

### **Associate Manager (Content) at Infomoko Technology Private Limited (BabyChakra) (October 15, 2018 - April 22, 2019)**

- Planned and managed the entire English content strategy for the website.
- Coordinated with external writers and agencies on multiple assignments.
- Worked closely with the creative team to ensure that the content is well presented.
- Tracked the performance of content across platforms and formats using tools like Periscope, Amplitude, and SEMrush.
- Sent Push Notifications via OneSignal and tracked their performances.
- Collaborated with other platforms and brands to help content distribution.
- Managed blogger interactions to ensure the community's growth.
- Wrote video scripts for BabyChakra's YouTube channel.

### **Senior Executive (Content & Strategy) at Big Tree Entertainment Pvt. Ltd (BookMyShow) (August 26, 2015 - October 10, 2018)**

- Collaborated with the CRM team for all mailers (movies, non-movies, sports, exclusive events, and offers). Worked on Push Notifications according to the database they were being sent out to. Made sure that the work happened smoothly even with the tight deadlines.
- Synced with the tech and SEO team to help the blog cross over 1.3 million views a month as compared to the earlier number of 3 lakh. Used Google Analytics to track user behaviour and tweaked the content strategy accordingly. Made weekly reports on the conversions via UTMs.

- Planned the entire content and marketing strategy for big events. This included Google AdWords campaigns, paid posts on Facebook and SEO articles on external websites.
- Reviewed over 120 films and 50 events, keeping the TAT to the minimum in order to get better views. The reviews were often shared by the filmmakers/actors on social media.
- Wrote viral content for MovieNation (owned by BookMyShow) and planned the strategy for MyHungerPangs (BookMyShow's food-based YT channel). Designed creatives and infographics (using Canva) for MHP's Instagram page.

### **Associate Editor at Pricebaba.com (June 4, 2014 - June 12, 2015)**

- Generated articles on a daily basis, some of which got published on websites like Deccan Chronicle and MediaNama. The rest were put up on PriceBaba's blog.
- Covered tech news for OnlyGizmos.com and iPhonehelp.in, both of which are owned by PriceBaba. The highlight of the job was getting an article featured in The Exhibit magazine.
- Worked on improving the site's SEO and used marketing tools like MOZ to gain insights on the traffic.
- Helped the operations team with all the data on the website, mapped links, and solved user queries.

## **EDUCATION**

### **Bachelor of Computer Applications (June 2010 - August 2013)**

Passed with 64% and was one of the high scorers of the batch.

### **HSC (June 2008 - June 2010)**

Passed with 61.3% in the Commerce stream. Was a class topper in FYJC with a score of 96/100 in Accounting. Took part in the annual quiz competition of the college and made it to the second last round.

### **SSC (June 1998 - June 2008)**

Passed with 79.53%.

## **WORK SAMPLES**

<https://in.bookmyshow.com/entertainment/author/criselle-lobo>

<https://techpp.com/2014/08/04/windows-phone-winning/>

<https://pricebaba.com/blog/how-motorola-has-been-beaten-at-their-own-game>