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|  |  |  |  | **Allan HArold rex****Content editor****Objective**Adaptable professional with around 2 years of experience and a proven knowledge of market research, communications, and corporate identity. Aiming to leverage my skills to successfully fill the content editor role at your company,**Experience**Content editor, Mordor intelligenceHYDERABAD, INDIA(11- 2018- to present)* Writes and edits marketing copies, report descriptions, proposals, samples, and market reports prepared by the analysts of the company
* Measures spacing and positioning of page elements (copy and graphs) in order to verify conformance to editorial standards.
* Implements processes, new software, and platforms for facilitating the editorial workflow
* Direct proofs with marked corrections/ comments to analysts, editors, leads, web administrators, or salespersons for correction and/or dispatch of the collateral
* Consult reference books or secure aid of knowledge specialists or subject matter experts to check facts/ data/ references in the collateral written by analysts.
* Marks copy to indicate and correct errors in type, arrangement, grammar, spacing, punctuation, conventions, or spelling, using editorial style guide.
* Compares information or figures and fact- checks collateral against same data on other records, or with original copy, to detect errors.
* Overseeing reports by fact-checking of findings and illustrated data and ensuring that complex findings are translated into written text.
* Measure the effectiveness of marketing and communications programs and strategies.
* Attend staff conferences to provide management with information and proposals concerning the promotion, distribution, and design of company collateral.
* Review the editorial metrics, set parameters, and establish the methods of achieving the targets.
* To conceptualize, research, and write and update the editorial style guide on a timely basis.

associate editor, GLOBALDATA PLC, HYDERABAD, INDIA(05-2018- to 10-2018)* Compile reports, charts, or graphs that describe and interpret findings of projects.
* Collaborate with senior managers and editors to identify and solve a variety of problems and to clarify editorial objectives.
* Organize material and complete writing assignments according to set editorial standards regarding order, clarity, conciseness, style, and terminology.
* Edit, standardize, or make changes to material prepared by other writers, editors, or analysts.
* Review published materials and recommend revisions or changes in scope, format, content, and methods of reproduction and publishing.
* Analyze developments in specific fields to determine need for revisions in previously published materials and development of new material.

Other AChievementsTwo published poetry chapbooks with Undergroundbooks, a New York publisher, at the New York City Poetry Festival, 2016 and 2017, respectively. Best paper presented for the submission: Defining an artist in the post modern era, at the National Seminar on Art and Culture, 2018, held at Amity University, Lucknow.  |
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|  | The English and Foreign Languages UniversityMaster of Arts (M.A.) Journalism and Mass CommunicationApril, 2018 |
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