**SYED ANAS MOHIUDDIN**   #: +91-9515022671

[MBA, BCA] *mohiuddinanassyed@gmail.com*

Possess 11+ years of full-time experience in Content Development for diverse requirements, including Learning & Development, with hands-on exposure in RoboHelp, and FrameMaker Help tools. Seek an experienced role in marketing research and marketing communication/content writing in any domain, with ability to present concepts and ideas in writing; with complementary proficiency in secondary market research and analytical report-writing.

**Education:**

* **MBA** (Marketing, Information Systems) from Osmania University (OU) in 2005.
* **BCA** (Computer Applications) from Osmania University (OU) in 2003.

**EXPERIENCE:**

*Sep 2018 – March 2020: Senior Content Developer at* ***Ray Business Technologies***

* Research-driven blogs on emerging technologies with focus on customer
* Web page content for company websites, including sub-pages and testimonials
* Content for social media campaigns and LinkedIn mailers and Pulse.
* Responsibility to generate content for AdWords and PPC campaigns.
* Interaction with key stakeholders and partners on content-driven strategies.
* Ensure consistency across production and publication of content-driven deliverables
* Fulfilling requests on News and Press Release items for global technology summits.

*Sep 2017 – June 2018: Senior Content Writer at* ***Kellton Tech [Contract 2 Hire]***

* Content development for the entire SEO and Marketing Communication activities.
* Editorial responsibility for social media posts and company announcements
* Writing case studies and developing calendar for social media presence
* Interacting with remote team on output and goals reached in terms of traffic.

*Feb 2014- July 2017****:***Content Writer/Instructional Developer at **People Tech Group**

* Content development for the entire SEO and Marketing Communication activities.
* Editorial responsibility for <http://spiceandhra.com/english/> - news portal.
* User manuals for PeopleSoft customized interface for reputed client from BFSI domain.
* Writing press releases for ERP products, besides LinkedIn Pulse updates for all major roll-outs. Postings on various blogs powered by the principal corporate website.

Sep 2012– Jan2014: SEO Content Writer at **OMICS Publishing Group**

* Generating SEO-friendly content and keeping track of Alexa rankings.
* Leading short term projects and meeting the project deadlines in terms of delivering content.
* Handling deliverables to team members and tracking the completion of targets with quality.
* Handling content deliverables to publication heads/senior editors and tracking the SERP results.

Jun 2010- Aug 2012**:**  Content Writer at **Ybrant Digital** for **www.yreach.com**

* Developing content for SMS, Facebook ad banner, landing page, Marketing & keyword-based articles for submission to search engines - for the company’s portal as well as clients.
* NEWS writing and uploading: Homepage, Subscriber newsletters, News content/Trends on Live site (Technology/Sports/Business)
* Leading short term projects and meeting SLAs/deadlines with desired quality
* Arabic content for entire client website (rehabilitation center in Muscat, Oman)

Jul 2009 – Jun 2010: Freelance content developer for several projects in advertising and content development

Sep 2008 – Jul 2009**:** Associate Analyst in **DMV Business and Market Research**

* Regular tracking of Oil and Gas assets (Tankers, LNG, and pipelines) based on secondary research. Writing viewpoints and industry reports each month and interacting with the client before final delivery.
* Sustaining databases through secondary research tools.
* Trained on extensive use of V-lookup and macros.

Feb 2007 - Aug 2008: Online Researcher (Product Development) & Quality Analyst at **V-empower Solutions** – a CMMI Level 3 company.

* Market survey reports (qualitative) for in-house products.
* Newsletter content and e-mailers for internet marketing.
* Research about relevant strategies to drive sales and growth.
* Lead 4 researchers to gather and develop information about polling locations across US.
* QA Analyst for internal audits, supervised by ISO documentation team lead.

2006: Trainee at Ed Ventures to write content for traffic schools in the US.

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| Father’s Name | Syed Abdul QadeerMohiuddin |
| Birth Date | 10h May 1981 |
| Postal Address: | H.No B/67, IAS Colony, Paramount Hills  Toli   Chowki - Hyderabad – 500008 |
| Other Languages known  (Read, Write, Speak) | Hindi, Urdu, Arabic |
| Computer Skills | * WIN  ’98/2000, MS Word, Excel, Powerpoint * DBMS:  Access, Oracle 9i Dev. (Basics) * Web: HTML, XML  (Hands-on) * Google Analytics (Hands-on) |
| Strengths: | * Proficient in analytical ability and logical problem solving * Strong online Research skills. |

**Co-curricular interests:**

1. Study on potential of e-commerce: cyber laws, security levels, and scope in countries like India.
2. Artificial Intelligence and Machine Learning: Scope, New-Age Developments