

NEERAJA NAGARAJAN

Content • Creative • Communication • Marketing

EXPERIENCE

Content Writer & Researcher SamsungNEXT (Whisk)

AUG 2020 - PRESENT

I write sales enablement materials, web copy, B2B and B2C content for SamsungNEXT's Whisk (via TalentHub).

- Pitch, research, and weave blog posts around collected data.
- Produce brochures, announcement posts, and web page content for product/feature launches.
- Use Asana and Figma to manage projects and collaborate with designers.

Writer & Operations Associate emdash.in

AUG 2020 - PRESENT

I write web and app copy, blogs, presentations, and email copy. I also jump in wherever the CEO needs help: editing, operations, tracking cash flow, and managing interns.

- Work closely with clients to write and edit copy for their campaigns.
- Write at least 4-6 blog posts a week and use Notion to collaborate with the team.

Graduate Teaching Associate & Program Assistant BGSU

AUG 2018 - MAY 2020

I taught academic and creative writing to undergraduates and mentored incoming teaching associates. I also built and delivered writing workshops and edited fiction for the *Mid-American Review*.

Creative Writer Zoho Corporation

JUL 2017 - JUL 2018

I wrote scripts for marketing and explainer videos, product overviews, new features, promos, interviews, case studies, walkthroughs, and tutorials.

- Managed campaigns for multiple SaaS offerings (CRM, Campaigns, Projects, Zia, EMS, etc.) and conferences (Zoholics); controlled all the assets.
- Worked closely with product and creative teams to translate complex information into engaging content.
- Built orientation and training material and workflows for onboarding and mentoring new creative writers.

Project Coordinator (MAL Rewrite) MyAnimeList

JUN 2015 - JUN 2019

I led a community of 200+ active writers and editors and supervised synopsis production. I also managed the Facebook page.

- Created and refined the workflows for synopsis writing, recruitment, and training.
- Dramatically increased productivity and quality by drafting all the documentation including a comprehensive style guide, all on G-Suite.
- Used Mailchimp to start a bimonthly newsletter and ramped up the subscriber list to 1000+ within days.

Copywriter & Copyeditor (Freelance) Headout & Palimpsest

JUN 2012 - JUN 2018

I created compelling descriptions of food, travel and adventure packages for both the Headout website and app. For Palimpsest Publishers, I ensured fiction and nonfiction manuscripts were error-free and consistent.

Analyst, Platform Operations Facebook Inc.

SEP 2010 - NOV 2012

I protected the integrity of the Facebook Platform by fighting spam, phishing, etc. I also created and improved developer appeals and communication processes.

- Created email templates to communicate with developers; converted complex technical information into easily digestible and helpful content.
- Was chosen to participate in developer outreach initiatives, mentor and train new employees, and write copy for the Facebook Deals product.
- Automated time-consuming workflows and increased productivity by collaborating with engineers to build innovative solutions.

Software Engineer Accenture

AUG 2009 - SEP 2010

Audiobook Coordinator & Podcast Contributor LibriVox

FEB 2009 - OCT 2011

EDUCATION

Master of Fine Arts in Creative Writing (Fiction) BGSU

AUG 2018 - MAY 2020

Bachelor of Engineering (Geoinformatics) Anna University

AUG 2005 - MAY 2009

STRENGTHS

- Persuasive • Empathetic • Native/Bilingual fluency: English, Tamil
- Curious learner • Creative problem solver • Limited proficiency: German, Hindi