



PRATIKSHA THAKKAR LOKWANI

PROJECT COORDINATOR
CONTENT WRITER
TECHNICAL WRITER

CONTACT

+919922332199



<https://goo.gl/xvt6Cj>



<https://goo.gl/2SMpxs>



PROFILE

I am a skilled project coordinator seeking a full-time position in the field of project management, where I can apply my knowledge and skills for continuous improvement of the organizations.



EXPERIENCE

TECHNICAL CONTENT WRITER

JLL PVT. LTD. | FEB 2018 - PRESENT

- Creating blogs and technical documents for products and services of IBM TRIRIGA and MAXIMO
- Creating Whitepapers and magazine articles for same.
- Strong analytical, planning, organizational, and time management skills
- Research industry-related topics (combining online sources, interviews, and studies)
- Write clear marketing copy to promote our products/services
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic

TECHNICAL WRITER AND PROJECT COORDINATOR

ESDS SOFTWARE SOLUTIONS LTD | FEB 2016 - FEB 2018

Technical writer:

- Prepare, review, revise, and maintain technical documents, including software and systems engineering, system operations, testing, and user documentation.
- Gather and analyze technical and product information from various sources to document new or changing product functionality.
- Publish and maintain templates for written documentation. (technical specifications, RFP responses, etc.), ensuring a consistent "look and feel."
- Assist in planning, scheduling, and tracking documentation work to meet product release dates and client deliverables.

Project Coordinator:

- Assist each project's scope and timeline and ensure its timely delivery
- Single point of contact for external and internal communication.
- Coordinate sprints, retrospective meetings and daily stand-ups.
- Coach team members and support team to implement changes effectively.



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TECHNICAL CONTENT WRITER & DIGITAL MARKETING EXECUTIVE

VAJRAKAYA TECHNOLOGIES | OCT 2015 - FEB 2016

- Produce well-researched content for publication online and in print.
- Follow an editorial calendar, collaborating with other members of the content production team to ensure timely delivery of materials.
- Develop related content for multiple platforms, such as websites, email marketing, product descriptions, videos, and blogs.
- Monitor and analyze the performance of key performance indicators (KPIs) to offer suggestions for improvement.
- Use search engine optimization (SEO) strategies in writing to maximize the online visibility of a website in search results



SKILLS

- Proof Reading
- Gap Analysis
- Benchmarking
- Research and Analysis
- Copy Writing
- User Guides
- SEO Knowledge
- Blog Writing
- Designing
- Technical requirements
- Audience Analysis
- Clarity
- Managing client expectations
- Time Management
- Cross functional Team coordination
- Driving team to achieve milestones on or before time.
- Problem Solving
- Business process analysis and reengineering
- Negotiation
- Practice Scrum-Agile Methodology
- Kanban tier boards
- Resource Management



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EDUCATION

BACHELOR OF ENGINEERING, INFORMATION TECHNOLOGY

UNIVERSITY OF PUNE | 2011 - 2015

GPA: FIRST CLASS WITH DISTINCTION

DIPLOMA IN TECHNOLOGY, INFORMATION TECHNOLOGY

UNIVERSITY OF PUNE | 2007 - 2011

GPA: FIRST CLASS WITH DISTINCTION



CERTIFICATION

CERTIFIED SCRUM MASTER

SCRUM ALLIANCE

FEB 2021

WEB DESIGNING

ASTIWZ INFOTECH

JUL 2015



HANDS ON

- Microsoft Projects
- Minitab
- Microsoft Excel
- Microsoft Word
- Photoshop
- Corel Draw
- Time Gantt
- JIRA