SWETHA PRASANNA GANGAVARAPU

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**Hungry for fascinating opportunities in Content Marketing, Editing, Writing and Strategizing**

***Career Summary***

* Passionate content writer with seven years of experience in content marketing, writing and editing, developing and strategizing
* Expertise in writing blogs, articles, social media posts, and Q&A content
* Excellent written and verbal skills in English
* Ability to explain complex content in simple and learner friendly manner
* Effective at content research and organizing it in a precise and logical fashion

***Professional Experience***

***TutorialsPoint (India) Limited, Hyderabad***

***Content Strategist Jun 2019 to present***

* Strategizing, creating and posting social media content
* Framing editorial calendar to ensure brand promotion across all social media channels
* Writing blogs, guest posts, articles on LinkedIn and Medium and other platforms to promote brand’s presence
* Designing and strategizing company’s blog from scratch to enhance the products’ visibility
* Analyzing and identifying gaps in the company’s content strategy by performing competitive analysis

***Content Editor Jan 2018 to Jun 2019***

* Writing technical and non-technical blogs, LinkedIn articles, and Guest Post Articles
* Editing and proof-reading technical and non-technical tutorials submitted by freelancers
* Preparing documentation as per company’s standards

***EC-Council, Hyderabad***

***Research Associate, Courseware Team Nov 2016 to Dec 2017***

* Researched, analyzed and gathered content suitable for learner’s needs on various topics of cyber security, including ethical hacking, cyberattacks, incident management and handling
* Performed job task analysis and competitor analysis
* Designed and developed course materials from scratch
* Designed content flow using storyboards
* Created instructional interactivities and assessments
* Created various e-learning applications, lab manuals, user guides and courseware material
* Reviewed and improvised course modules as per feedback

***G. Narayanamma Institute of Technology and Science, Hyderabad***

***Assistant Professor, EEE Department*** ***June 2009 to May2012***

* Taught complex subjects of Electrical engineering in a simple and effective manner to students
* Translated long-term goals into daily objectives
* Mentored students in Labs and Academic projects

***UBS Financial Services, Hyderabad***

***Associate, Global Operations Control*** ***June 2008 to Feb 2009***

* Monitored UBS Data Centers globally, in a 24x7 environment
* Key role in Global Operations Control of Datacenters of UBS all across the globe
* Played active role in Incident management, Change management and Patch management

***Skills***

* Seasoned writer, content and digital marketer
* Hands on experience in MS Word, Excel, Canva, MS Paint, PicMonkey and Online video makers
* Strong knowledge in SEO and Content Marketing
* Ability to strategise for content marketing on various platforms such as Quora, LinkedIn, Medium etc.
* Ability to identify gaps in content by analyzing business objectives
* Proven ability to work with multiple parties including SMEs, designers and other teams
* Background knowledge in educational domain, instructional design and educational technology

***Educational Qualification***

* Hubspot certified Content Marketer and Digital Marketer
* Pursuing PG Diploma in Journalism and Mass Communication from IGNOU
* M.Tech. –PTPG (Electrical Power Engineering) with 80% from JNTU-Hyderabad during 2011-14
* B.E (Electrical and Electronics Engineering) with 82% from Vasavi College of Engineering- Hyderabad during 2004-08
* Intermediate (MPC) from Sri Chaitanya-Hyderabad, with 95.6%, during 2002-04
* SSC from St. Ann’s Grammar School-Hyderabad, with 88% during 2001-02

***Strengths and Accomplishments***

* Strong leadership skills and go-getter attitude
* Ability to learn new concepts at a faster pace
* Keen on technology and industry updates, social media trends and zealous to take on new challenges
* Excellent academic record, and passion towards reading, learning and writing
* Bookworm, writer and active on [Quora](https://www.quora.com/profile/Swetha-Prasanna) and [LinkedIn](https://www.linkedin.com/in/swethaprasanna-gangavarapu-100065132/)

***Personal Details***

* Date of Birth: 20.10.1987
* Relationship status: Married
* Address: Manikonda, Hyderabad
* Hearing impaired in one ear, hence prefer chats and emails for communication