Name: P. Naveen

Contact No: 09163117778

Email Id: contentwriter558@gmail.com

Educational Qualifications:

* Class 10: ICSE: 2005: De-Nobili School: CMRI: Distinction.
* Class 12: NIOS: 2007: Humanities: ISL Jharia: Distinction.
* Graduation: St. Xavier’s College: Kolkata: (Pol. Sc, International Relations) 2012.

Professional Certifications:

* Google Digital Unlocked
* Google AdWords
* Google Analytics and Webmaster
* Digital Analytics and Regression
* Data Visualization with R
* Python for Data Science

Work Experience:

Eccentric Global IT Solutions: Lead Content Strategist/Sr. Content Writer: Feb 2020 till Present

Key Responsibility Areas:

* Strategizing and Leading the Content Marketing Operations
* Maintaining and managing the content data of different clients and businesses
* Complete Content Strategy for Client’s Website and Online Presence
* Coordinating with content writers and SEO executives on the content strategy and execution
* On Page/Off Page Content
* Outreach and Backlinking Content

MattsenKumar: Senior Content Writer (Proofreader, Shift Supervisor): April 2019 till Nov 2019: Google Product Description Page

Key Responsibility Areas:

* Developing and creating content for products on Google marketing platform
* Designing and finalizing the images/visuals to be displayed alongside the product
* Copyediting and auditing the content written by the Content Writers
* Maintaining and publishing the quality reports
* Giving feedback to the Content Writers and maintaining a record of the same
* Accessing the quality of the content created in general and organizing hurdles, process knowledge tests, and calibration sessions to maintain and improve the overall quality
* Maintaining and publishing the team roster including attendance and day-to-day management

BT ESERV IND PVT LTD: Account Management Associate: Order Management: 09/05/2016 – 08/12/2017

Key Responsibilities Areas:

* Dealing with Residential Landline and broadband connection accounts.
* Managing the entire Order Process right from the time it is placed till the services are delivered and taking care of the initial glitches.
* Taking care of any Faults during or after the connection.
* Dealing with 1st level and High/Executive Level Customer Complaints and Escalations.
* Handling Billing issues as well and compensate for any financial or accounting errors.

OnProcess Technologies: Logistics Administrator: 26/05/2015 – 21/03/2016

Key Responsibilities Areas:

* Tracking and Tracing of Consignments.
* Issuance\Acceptance of EDI Clearance.
* Handling of any unforeseen emergencies during the transit of the Consignment.
* Calculating the Financial risk involved and resolving the issue at hand.
* Ensuring the Highest Possible standards of Customer Satisfaction is maintained.
* Issuance of Advance Money (ComChecks)

Freelancing in Digital Marketing: June 2017 till Present: Google Ads (Fundamentals and Advanced) and Google Analytics Certified:

Collaborated with [pnhome.com](http://www.pnhome.com), [tourdeoutdoors.com](file:///C%3A%5CUsers%5CP.%20Naveen%5CAppData%5CRoaming%5CMicrosoft%5CWord%5Ctourdeoutdoors.com), aheritagefarm.com and arcevents.advertroindia.co.in

Currently collaborating with [kpggroup.in](file:///C%3A%5CUsers%5CP.%20Naveen%5CDesktop%5Ckpgroup.in) and [skariaexports.com](http://www.skariaexports.com), taking care of their entire branding to digital marketing to social media optimization

Key Responsibility Areas:

* SEO and Content Marketing: Keyword Research, Content Creation, Web Page Structuring, Competitor Analysis, Traffic Analysis and Reporting.
* Pay Per Click Advertising (PPC): PPC Campaign Strategy and Setup, Bid Management, Campaign Optimization, Budget Allocation, Performance analytics and ROI reporting.
* Social Media Marketing: Social Campaign Management, Social Analysis and Reporting, Targeting Audience with special focus on the demographics, Engaging post creation.
* User Experience: Web Design, Landing pages, Conversion optimization
* Digital Data Analytics and Reporting

Other Interests and Activities:

* Track and Field Athlete since school days and represented school at District level.
* Voracious Reader and Writer since School Days.
* An Avid Traveler and Low Altitude Trekker
* Well versed in English, Hindi, Telugu, Bengali and Nepali and can manage a couple of other languages Indian languages.
* Volunteered with NGOs, night schools, Animal rescues and shelters, adult education and CSR projects.
* Organizing member of a National level Seminar cum Workshop on Gender Sensitization.
* Passionate Cook/Gourmet.