

# Shiva Guru N

## Content Writer, Editor And Proofreader

Talented professional good multitasking, organizational and verbal and written communication skills. Expertise includes writing content on topics such as [Vegan food in Brazil](#), [Tips to ride in freezing temperatures](#) and [Last Mile delivery using e-bikes](#). Bringing 3 years of related experience.



### Contact

#### Address

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#### Phone

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#### LinkedIn

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### Skills

Content  
promotion  
expertise



Content  
editing  
knowledge



Content  
marketing  
strategy



Content  
scheduling



Web Content



### Work History

2019-08 -  
2020-03

#### Senior Content Proofreader

*Stan Ventures-Neil Patel Digital India, Coimbatore, Tamil Nadu*

- Drove operational improvements which resulted in savings and improved profit margins.
- Resolved conflicts and negotiated mutually beneficial agreements between parties.
- Worked with [Fortune 500](#) clients to understand needs and manage [Content Delivery](#).
- Saved \$5/order (>10% per order) for clients by implementing cost-saving initiatives on Textbroker.
- Led [the Freelance Content Writers'](#) team in delivery of guest blogs of 5 star quality.

2018-06 -  
2019-06

#### Content Specialist

*Hubfly, Coimbatore, Tamil Nadu*

- Led [Marketing](#) team in delivery of leads through [Paid ad campaigns](#), resulting in [2x increase in leads](#).
- Monitored social media and online sources for industry trends.
- Submitted a paper on ***IT intervention to reduce the rejection rate in foundries*** to the Indian Foundry Congress-The paper was accepted and published
- Cultivated social media and brought in leads with Quora answers: as a result, I became a [Most Viewed Writer on the topic 'Intranets'](#)

2017-08 -

#### Territory Account Manager

Creating  
content



2018-03

Adobe, Noida, Uttar Pradesh

- Managed over [50](#) accounts within [North East, Middle East and New England](#) territories of USA.
- Identified prospect needs and developed appropriate responses along with information on suitable products and services.
- Exceeded sales goals by [150%](#) to increase revenue and facilitate selling of [Frame Maker and RoboHelp](#).



## Languages

Tamil



English



Hindi



Kannada



2016-07 -  
2017-07

## Community Manager

Times Internet, Noida, Uttar Pradesh

- Collaborated with [Business Owners](#) and [Top Viewed Writers](#) to write articles and increase website traffic
- Quora answer views crossed the 250,000 mark
- <https://gradeup.co/user/n-shiva-guru-i-de0d8885-4f1c-11e6-a70a-85842d9f86aa> -my profile still has [7700 followers](#)
- Organized and executed launch of [CAT](#) communities during [2016-2017](#).



## Education

2014-06 -  
2016-05

### MBA: Marketing

International Management Institute - New Delhi

- Majored in [Marketing](#)
- Minored in [Strategy](#)
- Member of [Branding and Media Committee](#)



## Interests

Writing Short stories

Engaging in a game of badminton

Essaying cover drives in cricket