

Content Writer/Analyst with 7 Years Work Experience

Maryann Savina George

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Education:

- **Post-Graduation–M.A. Mass Communication and Journalism**
-St. Francis College for women, Begumpet, Secunderabad
- **Graduation–B.A. Mass Communication**
-Loyola Academy Degree and PG College, Alwal, Secunderabad.
- **Intermediate–CEC (Civics Economics Commerce)**
-St. Mary's Centenary Junior College, Regimental Bazar, Secunderabad

Work Experience:

GUS Education India, LLP

Senior Content Writer and Editor – Edology -Digital Marketing

My experience at GUS, India involved writing content for Edology to increase brand visibility. The work profile involved identifying topics with high ranking keywords and writing content for the Edology website and social media channels including banner messages, partner university course information, blogs, newsletters and editing existing blog content for better SEO rankings.

Veritis Solutions India Pvt. Ltd.

Content Executive (Technical and Creative Writer) – Digital Marketing Team

During my stint at Veritis, I have written content for three websites – Veritis, Nepali Sansar and Fitbase.

Provided insight into ways we can improve our content/ current website layouts to engage more readers and audience through content themes, social media posts and influential persons, which could benefit the growth of our websites.

My contribution to the company's brands included website landing page content, blogs, interview questionnaires, contests, advertisements, Q&As on company products and services.

I have also played the role of a content editor and proofreader.

Sears Holdings India

Content Executive - Content Enrichment Team

The role at Sears required writing product descriptions for a variety of products. Contributed close to 900 write-ups in a work tenure of 7 months (each write-up ranging between 1000-1200 words). The write-ups were featured on the Sears Marketplace website.

The writing profile included writing a Product Title, Product Description, Product Features, Key Features, Page Title and Meta Description.

Great Sports Infra Pvt. Ltd.

Marketing Communications Executive - Marketing Team

As a Marketing Communications Executive in GSI, I have taken care of internal and external communication for the organization.

My role involved writing articles for the company's promotion, coordinating with media persons for in-person interviews and questionnaire interviews, coordinating with vendors and exhibition organizers for events, designing advertisements, analyzing various opportunities for the promotion and growth of the company, maintaining client and vendor databases, sending out weekly news updates by identifying project opportunities through news articles and designing and writing content for the newsletter.

Thomson Reuters Inc.

Training Support Administrator – Tax and Accounting Department

My role at Thomson Reuters included maintaining and updating the learning management system for customers, sending out newsletters and marketing emails on a daily, weekly and monthly basis. I monitored and managed the activities of learning portals for customers to enjoy a hassle-free learning experience. Prepared monthly, weekly and daily reports to measure and gauge the effectiveness of our reach and the impact of our courses.

Digital Nirvana Information Systems

Content Analyst and Grader - Report Analysis and Online Education Teams

Worked as an Analyst; analyzed articles for Nokia mobile phones in competition with other Mobile phone manufacturers. Reports on Nokia were taken from various websites and analyzed and had to be coded and summarized taking both negative and positive aspects into consideration of the organization as well as its products.

Also worked as a Scorer for GTEC, which is an Online Education examination. The work involved awarding scores and writing remarks for essays written in English by Japanese students to qualify for the examinations, similar to the TOEFL examination.

Internships:

- **Tata Projects Limited**
Content Writer for CSR (Corporate Social Responsibility) Department
- **Konnections**
Trainee PR
- **New Indian Express**
Feature Reporter

Projects:

- Initiated, designed, and wrote content for lab journal- CurioCity (Monthly campus newspaper)
- Published Feature articles in The Hans India (English Daily newspaper)

Computer Skills:

- Ms-Office
- Adobe Photoshop CS3
- Quarkxpress
- Audacity
- Windows Movie Maker
- Avid
- Final Cut Pro
- Coffee Cup (HTML Editor)
- Eloqua
- Citrix
- HTML (Basics)
- CorelDraw X7 & X8

Achievements:

I received the 'Star of the Quarter' certification for maintaining 100 % quality and higher production rate continuously for 3 months during my tenure at Thomson Reuters.

Additional Information:

Strengths:

- Good communication skills
- Analysis and summarization
- Team building
- Empathy

Languages known:

English, Hindi, Telugu, and Tamil

I hereby declare that the above-mentioned details are correct and true to the best of my knowledge.

Maryann Savina George