

NEERAJ SRIDHAR



Personal info

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Address:
Electronic City, Bangalore, (IN)

Skills

Content Writing



Copywriting



Communication Specialist



Web Content Development



Creative Writing



Social Media Writing



Professional Summary

Creative, dedicated, insightful professional offering over 9 years of success in the areas of Content Writing, Editing, Copywriting, Social Media Strategy and Marketing strategy. Excellent experience in creating and writing advertisements, blog posts, social media, and web content. Passionate, results-driven leader seeking a progressive role within a reputable organization to make a difference.

Employment history

CONTENT MANAGER, FLIPKART INTERNET PVT LTD. Bangalore, Karnataka
Sep. 2018 – Present

Termed as "India's Amazon", Flipkart is a WALMART owned E-commerce portal and India's biggest Online store for Mobiles, Fashion (Clothes/Shoes), Electronics, Home Appliances and Books. It is the country's first Billion-dollar company in the retail sector.

Job Profile includes:

- *Creating Social Media Content in the forms of Tweets, Facebook and LinkedIn posts.*
- *Responsible for creating, editing, posting, updating and managing seller facing content*
- *Job involves researching, sourcing, writing and editing content to be published for sellers.*
- *Understanding operational policies, processes and convert them into training/learning content in multiple formats, including but not limited to website, Audio/Video, Classroom/online training.*
- *Crafting and sending out email newsletters, announcements, promotions and campaigns.*
- *Conducting ongoing usability tests to gauge content effectiveness. Gathering data and handling analytics and to recommendations based on results. Working with owners of content to revise and measure content goals.*
- *Manage discussion posts, social media handles and to make sure that the posts are in keeping with guidelines & law.*

CONTENT MANAGER, RELIANCE JIO INFOCOMM. MUMBAI, Maharashtra
Sep. 2015 – Jul. 2017

Reliance Jio is a Mumbai-based provider of 4G internet, mobile telephony, broadband services, and digital services in India. Jio provides 4G services on a pan-India level using LTE technology.

Job Profile

- *Creating Internal Communications Content in the form of e-mailers, magazine, and newsletters*
- *Internal and external campaigns*
- *Event mailers and messaging*
- *New portals launching*
- *Creating web content*
- *Creating social media content*
- *Preparing copy for FAQs, product descriptions and guided help*
- *Coordinating with the CMS team to ensure correct content is uploaded on the websites*
- *Quality control and proof reading to ensure website sanity*

SENIOR CONTENT DEVELOPER, REDIFFUSION Y&R. MUMBAI, Maharashtra

Feb. 2015 – Sep. 2015

Rediffusion-Y&R is among India's top communications agencies, with offices across India and Asia, providing strategic, media, and creative solutions to its clients. Its roster of clients includes some of the biggest brands in India such as Tata Motors, ITC Stationery, Eveready, and more. Testimonies to this achievement are the numerous awards from Cannes, D&AD, One Show, ECHO, Golden Montreux, and Davey Awards, among many others.

Job Profile

- *Creating social media content that supports and extends social media initiatives, both short- and long-term, determining which methods work for the brand and why.*
- *The development of a functional content calendar throughout the enterprise verticals.*
- *Supervising Content writers, editors, content strategists; be an arbiter of best practices in grammar, messaging, writing, and style.*
- *Integration of content activities with various Social Media marketing campaigns.*

SENIOR COPYWRITER, VOLUME CREATIONS. DELHI, Maharashtra

Apr. 2010 – Dec. 2014

VOLUME delivers high quality content in Print, Digital and Online media. They are a creative agency; they conceptualize, design and produce interactive content of visual and technical excellence. Their creative solutions are not only unique but also strategically align to maximize Brand/Product affinity.

Job Profile

- *Copy Writing for Brochures, Emailer, Web copy etc.*
- *Content writing for VAS based IVR and Text based content*
- *Scripting of Content for SMS, WAP, USSD based on Bollywood, Hollywood, Current Affairs, Gossip, Religion, Fashion, Lifestyle, etc to name a few vectors*
- *Responsible for Ideating, collecting, collating information based on the requirement as per the time lines desired.*

SENIOR CONTENT DEVELOPER, CYGNUS SOLUTIONS. MUMBAI, Maharashtra

Feb. 2009 – Mar. 2010

Cygnus Solutions is a Digital Marketing company which provides highly effective digital solutions to the B2B sectors of India via optimum Content Development and Social Media Analysis. It also converts real life developments in Online and Mobile Solutions by offering a unique blend of technology, knowledge and creativity. Cygnus delivers a flexible blend of onsite, offsite and offshore services from the rich repository of globally renowned professionals who are a part of the group.

Job Profile:

- *Write to customers in their terms and on their level so that the advertiser's sales message is more readily received.*
- *Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy.*
- *Write advertising copy for use by publication, broadcast or internet media to promote the sale of goods and services.*
- *Present drafts and ideas to clients.*
- *Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.*

WRITER, UTV BINDASS. MUMBAI, Maharashtra

Sep. 2008 – Jan. 2009

Launched in 2007, Bindass is the first 360 DEGREE Entertainment Brand for Indian Youth that spans across a TV channel, on-ground events, digital and consumer products. Synonymous with grit, style and success, Bindass is a brand of purpose and relevance. Having successfully created a community building platform to bring Indian Youth together, Bindass has today become an achiever brand that the youth idolize.

Job Profile:

- *Organize material and complete writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology.*
- *Maintain records and files of work and revisions.*
- *Edit, standardize, or make changes to material prepared by other writers or establishment personnel.*



Education

Wigan and Leigh, Mumbai, Maharashtra

Master of Arts, Media & Communications, Jun. 2008

SIES College of Arts, Science and Commerce, Mumbai, Maharashtra

Bachelors in Commerce, Commerce, Oct. 2005



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