

SUSHMA RAJU

CONTENT WRITER/MARKETER

PORTFOLIO LINKS

<https://sushmaraju.contently.com>

<https://www.squarerings.net/>

<https://www.linkedin.com/in/sushma-raju-writer/>

CONTACT

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NAGAR, SRIPATHY NAGAR,
PAKKAM, THIRUNINRAVUR

ABOUT ME

A professional Hubspot certified Senior Digital Content writer/marketer with a niche in website content, social media marketing, long-form content, and whitepapers predominately in the IT and Fintech industry. Aiming to create a content strategy from scratch to grow professionally and personally in the field.

Rich writing skills with a strong experience in Social Media Marketing, SEO, Blogging, Microsoft Word, Online Content Creation, Public Speaking, Content Management Systems (CMS), and interpersonal management between various teams, mainly art and design teams.

EDUCATION

RAJALAKSHMI ENGINEERING COLLEGE

2014 - 2016 | MASTER OF COMPUTER APPLICATIONS (MCA)

JAYA COLLEGE OF ARTS AND SCIENCE

2011-2014 | BACHELORS IN COMPUTER APPLICATIONS (BCA)

EXPERIENCE

**Sept 2019 -
present**

**NOVAC TECHNOLOGY Pvt LTD
SENIOR CONTENT MARKETER**

- Involved with intensive research and wrote blogs, in-house literature pertaining to Novac's Fintech products and services.
- Wrote the website content of Novac tech and Novac learning
- Handled the social media presence of the company on a regular basis with the inter-department communication for the creatives involved.

**Dec 2017-
Aug 2019**

**TRANXIT TECHNOLOGY SOLUTIONS
CONTENT WRITER**

- Extensive research and wrote blogs on Blockchain Technology and Mobile App Development
- Wrote guest blogs, handled social media presence, and community forums for Blockchain App Factory website.
- Handled clients for ICO marketing, wrote whitepaper, yellowpaper, and social media marketing for the same.

**Nov 2016-
Dec 2017**

**NETAXIS IT SOLUTIONS
CONTENT WRITER**

- Wrote website content, articles, and regular blogs and tutorial pages for LinuxHelp website
- Wrote in-house literature, long and short form content for the company