

Shanmugathammal.M

MARKETING COMMUNICATION SPECIALIST

Profile Summary

A content writer & content marketer.
I help SaaS brands generate leads through result-oriented B2B content.

Fields of Expertise

- SEO Content Writing
- Goal-oriented Content Strategy
- Data-driven Content Marketing

My published articles

- <https://www.flashscribe.ai/blog/>
- <https://www.oncall.md/blog/>
- https://www.bosch-india-software.com/media/documents/case_study-4.pdf

Education

M.Sc in Electronics Media (2005 - 2010)
College of Engineering, Anna University

- Completed Thesis on Science Communication - "A Study on The Media Coverage of Swine Flu Outbreak in 2009-10".
- Radio Jockey in Anna FM - Community FM station in college campus.

Work Experience

Senior Content Writer

Auxo Technology Labs | June 2019 - present

- Planned & executed content strategy, content development, & content marketing for 5 SaaS products - CascadeMD, OnCallMD, Clinibot.ai, SafeQube, & Flashscribe.ai (U.S & Indian markets)
- Trained 5 new joiners Hootsuite Social Media Marketing Certification Course as part of content marketing team.
- Headed a team of 5 including 2 content writers, 2 social media analysts & 1 market researcher.

Multimedia Content Producer

The Proto | April 2017 - April 2019

- Produced vlogs, corporate videos, documentaries & short films from idea to writing scripts and post-production.
- Developed websites, case studies, white papers & social media marketing (organic).
- Designed, developed & delivered for content marketing projects based on KPIs from Google Analytics.

Content Writer

Robert Bosch | June 2016 - April 2017

- Spearheaded content strategy, content development & content marketing for Bosch Hackathon 2016 and Bosch Smart Manufacturing Conclave 2016.
- Formulated & implemented event-based content marketing strategies for Bosch Hackathon 2016 and Bosch Smart Manufacturing Conclave 2016
- Introduced & incorporated topic clusters-model content marketing for Bosch Software Innovations division, India.

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CONTENT WRITER |
CONTENT MARKETER

Skills

- Competitor Research
- Industry Research
- Interviewing Skills
- SEO
- Blogging
- Content Marketing - HubSpot & Google Analytics
- Wordpress Web Development

Contact

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LinkedIn Profile:

<https://www.linkedin.com/in/shanmugathammal/>

Work Experience

Research & Communication Specialist

Innovation Alchemy | October 2015 - May 2016

- Coordinated partnership ventures between social enterprises in India, Africa & South Asia.
- Coordinated Webinars Data Management - Smart Cities Challenge Competition 2015 in collaboration with Bloomberg Philanthropies.
- Designed & delivered content marketing campaigns for IMC Worldwide & Bloomberg Philanthropies, NISF 2015 & 2016 Mentoring Cohort Programs.

Content Writer

Borngroup | May 2014 - September 2015

- Headed content team for U.S & European brands like Julie Wilcox Method, MoroccanOil, Skagen, TUMI.
- Accelerated Content Marketing Performance through influencer networks & targeted consumer groups for different niches

Content Writer

Sulekha.com | April 2012 - September 2013

- Developed content on office electronics, home décor, digital marketing, and entrepreneurship for various community groups.
- Built & promoted product-related Q&A forums; posting in-depth research-based answers to customer's queries.

Catalog Associate

Amazon.com | September 2010 - January 2012

- Excelled beyond quarterly targets as a Data Quality Analyst - Amazon.com's Product Pages for Consumer Electronics (CE) in U.S region.
- Optimized customer's online search experience on Amazon.com website with special focus to the Consumer Electronics - U.S category.