

Mayank Khare

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OBJECTIVE

Being analytical and diligent, I aspire to be part of a growing and dynamic organization; where I can practice my expertise and skills for the organization's growth as well as for my personal growth. As per my interests, I seek to assist a firm in the strategy and planning of content or digital marketing campaigns.

EDUCATION

PG Certification in Digital Marketing & Communication	2020	MICA & UpGrad	Pursuing
Diploma in Cyber Law	2018	Oriental School of Law, Indore (M.P)	72.00%
M.E (CAD/CAM/CAE)	2017	Shri Govindram Seksaria Institute of Technology and Science (SGSITS) Indore (MP).	78.70%
B.E. (Mechanical Engineering)	2014	Lakshmi Narain College of Technology, Indore (MP).	73.10%
Class XII (CBSE)	2010	Holy Family Convent Senior Secondary School, Bhopal (MP).	79.00%
Class X (CBSE)	2008	Holy Family Convent Senior Secondary School, Bhopal (MP).	79.40%

DIGITAL MARKETING

COMPETENCIES

- Social Media Marketing - Content Strategy - Copywriting - Content Buckets - Branding - Technical Writing
- Infographics - Description - Proofreading - Titles/Headings Creation - Blog/Article Writing - Content Editing
- Search Engine Optimization - On-page SEO - Keyword Research

WORK EXPERIENCE

Content Marketing Strategist at Digital Web Solutions, Gurugram

December 2019- April 2020

- Part of white labelling, develop compelling and appealing content for international agencies.
- Researching and writing articles, blogs, and other web content.
- Assuring the content produced is of the highest quality, reader-friendly, and keyword optimized to perform on search engines.
- Moderation of user-generated content such as social media interactions, blog comments, and social media messages.
- Write to SMEs from a variety of industry verticals.

Content Marketer at SRV Media Pvt. Ltd, Pune

August 2019- November 2019

- Handling SEO and digital marketing activities for clients
- Oversee content requirements and create content strategy deliverables across a project life cycle
- Collaborate with SEO, designers, PR and other professionals on large- and small-scale marketing projects
- Adapting the brand strategy for overall marketing on digital mediums
- Write a clear, attractive copy with a distinct voice
- Creation of original SEO based content and blog after doing competitor analysis.
- Competitor and customer insights analysis

Content Writer at Cyber Infrastructure Pvt Ltd, Indore

April 2018- August 2019

- Develop compelling and effective SEO based content after Proofreading, Creative conception, Content strategy
- Creating engaging content for overseas clients and for in-house varied projects
- Identifying important keywords to drive meaningful traffic
- Adhering to editorial style guidelines
- Hands-on experience with on-page SEO techniques

INTERNSHIPS

Content Writer at BrandFoxie

Oct 2017- Feb 2018

- Target oriented and ability to perform tasks within a limited period of time
- Manage content writing and create fresh and exclusive content for the websites

Trainee at Raja Ramanna Centre for Advanced Technology (RRCAT), Indore

Jan 2017- July 2017

- The topic of the thesis is "Design improvements of Pressure regulating valve for helium liquefier system".
- The thesis work was along the lines of analyzing and solving the problem of an ongoing project in Cryogenics Laboratory.

Content Writer at BrandFoxie

Feb 2017- May 2017

- Writing the content of required word limits on assigned topics regularly.
- The main focus was on content development and creative writing with English proficiency.

Subject Matter Expert (SME) at Abhilash Consultancy Services

Aug 2016- Nov 2016

- Worked on E-learning project particularly on creating MCQ's for Mechanical Engineering
- Involved in higher education task and worked closely with ACS project managers in their live E-Learning projects.

FREELANCING PROJECTS

FirstTimeParents

April 2020

- Coming with a content strategy for the potential niche and planning the blog posts.
- Writing keyword-based blogs for a months duration with a convincing pillar page.

Opplatec Consulting Company

September 2019

- Framing web-page content after comprehensive research of competitors
- Writing blogs for the website inclined towards the recruitment industry

RiskfreeCoins.info

March 2018

- Creating specific content on Cryptocurrencies and related topics for the website
- Creating relevant featured images for the articles written on the Wordpress based website

ACADEMICS & EXTRA CURRICULARS

Projects & Academic Activities

- Hubspot certification completed for Email Marketing, Social Media, Content Marketing. And Inbound.
- Educator at Unacademy.
- Certificate of Publication on 'Vacuum Pressure Powered Cooling System' in IJERT.
- GATE 2015 qualified with GATE score: 374
- Certificate for felicitation for academic achievement in 'PT's Class King Ceremony' organized by PT Education.
- Certificate for presentation on 'Programmable logic controller' in a National conference.
- Certificate for presentation on 'Anti Lock Braking System' in an international conference.

Extra-curricular Activities

- Certified In Content, Social Media, Email & Inbound Marketing From Hubspot
- Freelancing work for many MNCs and private companies
- Founder of Simplified NCERT
- Felicitated with the title of 'Best Pro-Active Writer' by BrandFoxie.
- An active member of the Anti-Ragging Committee (ARC) in college.
- Co-ordinated Roadies events with various other team members.

Skills & Languages Hobbies & Interests

- SemRush, On-page SEO, French, MS Word, PowerPoint, Excel, WordPress
- Music, Listening to Podcasts, Writing, Reading.