

BANOTHU RAMAKRISHNA

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SUMMARY:

An elective writer with adept creativity in mobilizing thoughts into words. Possess exceptional ability to seek out and translate the latest trends into intriguing and fresh content ideas that appeal to diverse audiences. Experienced in curating business and technology articles. Seeking a responsible position in a progressive organization that will utilize my capabilities to excellence and help me grow both individually and career-wise.

I started my journey of writing and editing articles for a leading magazine company as a committed grammar lover. Over time, I wrote articles, edited work for myself and others, and supervised my own team, who found the fine balance of writing in a similar desired style without losing their individual flavours.

EDUCATIONAL QUALIFICATION:

- B.Pharmacy – St.Xavier Institute of Pharmacy, Guntur (70%)
- Intermediate (Bi.P.C),KNR Junior College, Warangal (76%).
- S.E.S. VV Central Public School, Khammam (58%).

PROFESSIONAL EXPERIENCE:

Currently working as freelancer from Dec 2020 to till date

- Worked as Content Writer at SiliconIndia Pvt Ltd, Bengaluru from October 2018 to February, 2020.
- Worked as Program Co-Ordinator and Web content writer at Omics Internationals, Hyderabad from July 2017 to June 2018.
- Worked as a Medical Coding Executive at VRCM Infotech, Hyderabad from March 2016 to June 2017.
- Worked as Research Associate at Axis Clinicals Ltd., Hyderabad from June 2014 to February 2016.
- Worked as Pharmacist at Mamata General Hospitals, Khammam from June 2012 to March 2014.

Job Responsibilities:

- Create content marketing campaigns to drive leads and subscribers Use SEO best

practices to generate traffic to our site.

- Writing profiles on innovative technologists that are redefining the business goals of enterprises for varied editions.
- Drafting cover stories highlighting the successful journey of C-suite executives and entrepreneurs from across the globe for several technology magazines published by the company.
- Drafting editorials, news, and press release for different clients.
- Responsible for copy editing articles written by team members in accordance to the in-house writing and editing style.
- Regularly produce various content types, including email, social media posts, blogs and white papers
- Actively manage and promote our blog, and pitch articles to relevant third-party platforms
- Analyze content marketing metrics and makes changes as needed
- Collaborate with other departments to create innovative content ideas
- Updating information from source into database, as per company conventions.

My roles and responsibilities at SiliconIndia:

- Review the articles written by the writers and edit the content according to the publishing guidelines.
- Write news stories, profiles, trending news, Intros & listings, PR's and PL's for publication from written or recorded notes supplied by reporting staff.
- Review and evaluates written or recorded notes obtained from reporting staff to isolate pertinent facts and details.
- Verify accuracy of questionable facts and obtains supplemental material and additional details from files, reference libraries, and interviews with knowledgeable sources.
- Organize material and write story conforming to specified length, style, and format requirements.

PERSONAL STRENGTH AND KEY SKILLS:

- Proficient reading, writing, and communication skills in the following languages: English, Hindi, and Telugu.
- Sharp and spontaneous learning ability
- Optimistic, innovative, and creative.
- Effective Orator
- Well versed with basic computer skills.
- Proficient at MS-Office.
- Well versed with Microsoft Excel.

ACADEMIC PROJECT

Evaluation of in-vitro antioxidant and cardio protective activity of plant extract on Doxorubisin induced cardiotoxicity.

PERSONAL DETAILS:

Date of Birth : 5th June 1989

Nationality : Indian

Languages Known: English, Hindi, Telugu

Marital Status : Single

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DECLARATION:

I hereby declare that all the details given above are true to the best of my knowledge and Belief

Place:

Date:

Signature
(B.Ramakrishna)