



Contact

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Email

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Location

Kochi, India

LinkedIn



Education

2017-2018

PGDM in Print Journalism

Manorama School of Communication

2013-2016

B.A. Journalism

Madras Christian College

Expertise

- Content Development
- Content Strategy
- Client Relations
- Project Management
- Search Engine Optimization
- Data Analysis & Testing

Language

English

Malayalam

Hindi

Tamil

Josna Joseph

CONTENT/COMMUNICATIONS

Being a quick learner who can absorb new concepts and communicate ideas effectively, I love creating stories and amplifying brands through the power of content. I'm driven by the passion I have for life, making connections, learning new things and adding value. I have the ability to write balanced stories and cognize effectively in the written word. Currently, I'm seeking new opportunities and challenges that will help me grow and thrive.

Experience

March 2021 - Present

Olive Group (Upskills) | Trivandrum, Kerala

Content Specialist

- Strategize and create customized marketing collateral to increase product awareness.
- Prepare engaging and successful marketing, advertising and website copy.
- Identify appropriate marketing channels and target customers for campaigns.
- Creates and implements innovative marketing strategies.
- Develop a content marketing calendar to schedule creation and delivery deadlines.
- Create content strategies and plans for B2B marketing catered to SaaS.
- Collaborate with internal and external stakeholders to ensure project success.
- Conduct regular content audits to identify gaps and redundancies of content.
- Collaborates with design team to develop website content, layout and style.
- Create on-brand, best-in-class content, tailored to appropriate customers and built acquisition and adoption campaigns for prospects and customers.
- Manage content distribution to online channels and social media platforms.

Aug 2020 - March 2021

The Digitants | Kochi, Kerala

Senior Content Writer

- Develop, conceptualize, produce and deliver high-quality content for the website, social media posts, sales collateral, videos, and blogs.
- Conduct in-depth research on industry-related topics to develop original content.
- Identify client requirements and propose a content strategy to achieve objectives and improve visibility.
- Assist the marketing team in developing content for advertising & growth campaigns.
- Proofread content for errors and inconsistencies.
- Coordinate with design and marketing teams to illustrate ideas and concepts clearly.

Aug 2019 - March 2020

Goinorth Films | Kochi, Kerala

Content Writer

- Drive social media strategy and provide content direction
- Create content for brand marketing and advertising on various channels
- Coordinate with clients to develop content according to their requirements
- Prepare and present ideas for brand marketing and conduct researches to produce a sound copy for the client.
- Work on scripts and developed ideas for Ad films.

Aug 2018 - March 2019

Mindworks Global Media Services | Noida, UP

Content Editor - Web

- Edit articles for travel magazines, Travel Agent and Luxury Travel Agent published by Questex media.
- Proofread and fact check articles.
- Handled web upload of the magazine.
- Assisted in designing of magazine stories.