



KOMAL UPADHYAYA

Content & Knowledge
management Specialist - 6+

ABOUT ME

I am a content and knowledge management specialist with a 6+ years of experience in knowledge management, content creation, expertise in editing, and writing, with a focus on digital products and CMS platforms.

EDUCATION

Masters in PR and Advertising
HJUJH University
2014 - 2016

Bachelor of Journalism & Mass Communication
Jaipur National University
2010 - 2013

SKILLS

- Content creation and editing over different CMS tools (SharePoint, CMS)
- MS Excel for data tracking, reporting, and analysis
- Content Governance & Quality Assurance
- Knowledge of basic HTML to troubleshoot tech errors on the platform
- Manage document lifecycle
- Stakeholder & Cross-functional Collaboration



LANGUAGES

- English
- Hindi

7412866404

komalupadhyaya30@gmail.com

Hyderabad

EXPERIENCE

Knowledge management analyst (Google) 2021 - 2025
Accenture solutions | Hyderabad

- Manage the knowledge base supporting Googler Support over the internal CMS.
- Collaborate with SMEs, project managers, and consultants to create, audit and place content and updates.
- Review, update, and test SOPs on the CMS to ensure clarity and usability
- Ensure consistency and alignment across all knowledge assets
- Handle stakeholder communication and relationship management across Google
- Work closely with the content team to maintain high-quality documentation
- Create internal content libraries, presentations, and reference materials
- Develop training documents to educate stakeholders on CMS usage

Content writer 2021 - 2021

- Froogal, SaaS company, Hyderabad
- Worked as a freelance versatile Content Writer and editor, driving the company's overall content marketing strategy with SEO content.
 - Created SEO-optimized blog posts and promotional content to increase website visibility and organic traffic
 - Developed engaging social media content tailored to target audiences across platforms

Executive Content writer 2018 - 2019

- Vaibhav global limited - TJC channel UK | Jaipur
- Executed end-to-end content creation for UK-based client TJC Group, including blogs, product pages, and newsletters
 - Crafted SEO-optimized, customer-focused copy across key e-commerce touchpoints
 - Delivered content aligned with brand voice to enhance user experience and engagement

SEO writer 2017 - 2017

- Reinvent Digital Media, Digital marketing agency, Jaipur
- Led organic growth strategies for clients in the Education, Healthcare, and Media sectors
 - Conducted in-depth keyword research and developed SEO-focused content strategies to drive traffic
 - Created high-ranking, engaging blog content that boosted search visibility and user engagement

Content and proposal writer 2016 - 2017

- Coffee Bean Media, Jaipur
- Created customized proposals and persuasive pitches to attract new clients via platforms like Upwork
 - Played a key role in business development by aligning content with client needs and project goals
 - Contributed to successful client acquisition through impactful, results-driven writing.