

SAKSHI SURYANARAYAN

CONTENT SPECIALIST

PROFILE

I love writing, creating content delivery strategies, and helping start-ups create great content that reach their target audience. I've been known to engage in lengthy discussions about words, grammar, & writing styles.

This stuff is actually fun to me! People call me "a team player," "optimistic" and "enthusiastic," all of which fit.

My areas of expertise include writing, editing and creating effective marketing collaterals.

CONTACT

✉ sakshi.suryanarayan23@gmail.com

[in](https://www.linkedin.com/in/sakshi-suryanarayan) [in/sakshi-suryanarayan](https://www.linkedin.com/in/sakshi-suryanarayan)

www.sakshisuryanarayan.in

EXPERIENCE

JULY 2019 - DECEMBER 2019

NOTICEBOARD TECH

Customer Success and Content Creator

- Creating meaningful, entertaining, and multilingual visual content to help customers train their ground-staff effectively
- Work with decision makers to launch pilots, act on specific feature requests
- Help customers onboard their employees and keep them engaged with relevant, meaningful content

FEB 2018 - PRESENT

FREELANCE CONTENT SPECIALIST

Content Creator, Manager and Producer

- Writing blogs, research articles and social media posts
- Website content development
- Creating, execution and management of content calendars
- Creation of marketing collaterals to reach end-users

APR 2017 - FEB 2018

SENSEFORTH TECHNOLOGIES

Conversational User Experience Specialist

- Crafting content for enterprise chatbots in the BFSI space.
- In-depth research in providing engaging and simple content for multiple bots.
- Working extremely closely with engineers and designer to analyse user feedback and data to modify the content

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SKILLS

- Digital Content Creation
- Adobe Photoshop
- Adobe InDesign
- Adobe Premiere Pro
- SEO Writing
- Copywriting
- Creative Writing and Storytelling
- Editing and Proofreading
- Content Strategy
- Research

EXPERIENCE

JUL 2016 - FEB 2017

ENGLISH DOST

Content Writer

- Created content for in-app information
- Created content for student and trainer manuals
- Hosted training sessions for students and trainers
- Managed interns, freelancers and translators

NOV 2015 - MAY 2016

IDEOSPHERE CONSULTING

Junior Associate

- Creating and managing client editorial calendars
- Leveraging social media to ensure maximum outreach
- Sourcing potential PR campaign collaborations with various media houses
- Overseeing writing, editing and production of all content

JAN 2015 - SEP 2015

GREENSTONE ENTERTAINMENT

Assistant Manager - Client Servicing

- Conceptualizing, planning and executing events for corporates including; Tommy Hilfiger, Harman Kardon, Red Hat
- Assisting with the execution of live events for Vh1 and Viacom18

JUL 2014 - JAN 2015

SOMERSET GREENWAYS - THE ASCOTT GROUP

Management Trainee - Sales

- Client servicing
- Collaborating with hotel reservation and travel portals to drive sales to the residence



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EDUCATION

2013 - 2014

SWISS SCHOOL OF TOURISM AND HOSPITALITY
Post Graduate Diploma - International Hospitality
Management

2010 - 2013

SYMBIOSIS INTERNATIONAL UNIVERSITY
Bachelor of Business Administration - International
Business

2008 - 2009

COLLEGE SAINT-MICHEL
Economics - All courses taught in French

LADY ANDAL HIGHER SECONDARY SCHOOL

High School