

SAKSHI SURYANARAYAN

CONTENT SPECIALIST

PROFILE


I love writing, creating content delivery strategies, and helping companies I work with to reach their target audience. I've been known to engage in lengthy discussions about words, grammar, & writing styles.

People I've worked with have described me as a team player, optimistic, enthusiastic and a quick learner.

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

CONTACT

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 [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
- Working with decision makers to launch pilots, act on specific feature requests
- Helping 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
- Some clients I have worked with include, Waggle, Mobilution, Superble, Travel.Earth, Holidify amongst others

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
- Working to market the product to the target audiences

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SKILLS

- Digital Content Creation
- Digital Marketing
- 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

- Creating content for in-app information and learning
- Creating content for student and trainer manuals
- Hosting 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
- Assisting in marketing efforts to ensure maximum outreach

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