

KETAN JHA

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SKILLS

Content Writing
Creative Writing
Copywriting
Advertising
Content Marketing
Social Media Management
Search Engine Optimization
Google Analytics
WordPress
Microsoft Office
Adobe InDesign
Adobe Photoshop
Market Research

INTERESTS

Content Writing
Content Marketing
Creative Writing
Social Media Managemen
Advertising
Journalism

LANGUAGE

English
Hindi

OBJECTIVE

Journalism and Mass Communication graduate content writer with an experience of over 4 years writing on a range of topics. Highly skilled and motivated with a passion for writing.

EXPERIENCE

Tech Mahindra Ltd May, 2021 - Till Now

Language Specialist Associate
Working as a language specialist (English) for Google OCR project, transcribing and transcribing content for Google Images directories. Also worked on Google MP project for the same.

Welocalize January, 2021 - May, 2021

Hindi Utterance Creator
Worked as a contractual Hindi Utterance Creator for Welocalize for their Amazon Lex project.

Inspire2rise L.L.P August, 2017 - March, 2020

Senior Content Writer
Worked as a writer and then editor, creating and managing content and SEO for the Tech blog startup and helped them grow from an unknown company to one of the well-known ones in New Delhi. Also attended various tech events for the same all over Delhi- NCR.

EDUCATION

Vivekananda Institute of Professional Studies, GGSIPU 2015-18
Bachelors in Journalism & Mass Communication
CGPA - 7.4

ACHIEVEMENTS & AWARDS

Google Analytics Individual Qualification by Google
Content Marketing Certified by HubSpot Academy
Email Marketing Certified by HubSpot Academy
Social Media Certified by Hubspot Academy
Inbound Certified by HubSpot Academy
Keyword Research Certified by SEMrush
SEO Fundamentals Certified by SEMrush
Introduction to Clinical Psychology Certification by edX-UQx
HIST103: World History in the Early Modern and Modern Eras Certificate from Saylor Academy
AIR #1 in GGSIPU CET 2015 (University Entrance Test)
Represented college at State Level Quiz Competition.