

DHEERAJA MANVI

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PROFESSIONAL SUMMARY

A professional writer with extensive experience in reporting, fact-checking, writing special features, and social media strategy.

Have written multiple hard-hitting stories, blogs, social media copies. Loves to write satirical pieces and has irrevocable love for language.

EMPLOYMENT HISTORY

❑ Creative Content Writer and PR Manager, Metamorphosis Edu [June, 2019 - Present]

- Writing copies for social media (Facebook, Instagram, YouTube & LinkedIn) and professional emailers
- Keeping the company's social media pages (Facebook, Instagram, YouTube & LinkedIn) active
- Strategizing social media calendar for a better reach
- Curating social media content
- Writing blogs, based on educational and entrepreneurial topics, on a regular basis for the company's website
- Managing on-page Search Engine Optimization
- Present drafts and ideas to the Creative Head
- Vary language and tone of messages based on the requirement
- Edit or rewrite the existing copies as necessary, and finalize the same
- Writing monthly company Newsletter
- Inventing names and slogans for the products that appear on the marketing materials
- Review advertising trends, consumer surveys, and other data regarding the marketing services to determine the best way to promote products

- Co-ordinate with the PR team and provide the required content.

❑ **Reporter/ Sub-editor, Telangana Today [January 2018 - June 2019]**

- Identifying trending topics in various topics such as lifestyle, books, sustainability, education and more
- Curating a perfect finalized feature based on the selected topic
- Proof-reading the articles submitted by the interns and writing full-fledged articles on the submitted reports
- Editing agency copies

❑ **Associate Software Engineer, Ellucian [October 2016 - September 2017]**

EDUCATION

- ❑ Bachelor of Computer Science, Anurag Group of Institutions [2016]
- ❑ Board of Intermediate, Sri Chaitanya Junior College [2012]
- ❑ SSC, Vignan Vidyalayam [2010]

SKILLS

- Strong research skills
- On-page SEO
- Language skills (Vocabulary, punctuation, grammar)
- Editing
- Creativity
- Experience with Wix
- Familiarity with Facebook creator studio
- Adaptability
- Making Call to Actions