
Jasper Nadar

Content Specialist

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PROFILE

A versatile content writer experienced in writing for several industries and numerous forms of content including blogs, website content, proposals, video scripts, interviews, case studies, social media content, and digital & print media advertisement campaigns. Seeking challenging opportunities that will augment my skill-set and grow my professional character while adding crucial value to my employer.

EXPERIENCE

Capgemini Technology Service India Limited - *Content Manager*

NOVEMBER 2021 - JULY 2022

- Responsible and accountable for all content needs for Capgemini TIV Marketing
- Content Strategisation (creating marketing plans, defining the tone for external as well as internal communication, and setting the tone for the social media accounts for top-most executives in the BU)
- Marketing Campaigns
- Content Development
- Content Editing
- SEO Writing
- Script Writing
- Social Media Content

ITAakash Strategic Software Pvt. Ltd. - *Content Lead*

DECEMBER 2019 - FEBRUARY 2021

- Responsible for all Content (Website Content, Blogs, Testimonials, Internal Communication, Brochures, etc.)
- Content Development
- Instructional Design (Creatives and Graphics Deliverables)
- Content Editing
- SEO Writing
- Script Writing
- Soft Skill training

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- Advertisement & Marketing Campaigns
 - Social Media Content

Ugam Solutions Pvt. Ltd. - Editor (Copywriter)

AUGUST 2019 - OCTOBER 2019

- Content Writing
- Product Research
- Copy Editing

Capgemini Technology Service India Limited - Analyst (Knowledge Management)

APRIL 2018 - JULY 2019

- Managing the upkeep, and enabling the enhancement of an internal website dedicated to providing end to end knowledge support to CIS solution providers
- Managing multiple in-house knowledge repositories
- Content Editing
- Bid Support
- Project Tracking

Packt Publishing Pvt. Ltd. - Author Engagement Executive

AUGUST 2017 - NOVEMBER 2017

- Initiating and executing the marketing activities of books including directing self-promotion by authors, promotion on Packt's social media, as well as soliciting promotion on third party websites
- Procuring reviews on major revenue channels
- Procuring content for promotional purposes

The A Team Sports and Events Pvt Ltd - Operations Executive

MARCH 2017 - JUNE 2017

- Daily Operations Management
- Supervising timely maintenance
- Accountable for a team of 3 Front Desk Executives and 7 housekeeping executives

EDUCATION

Bachelor's degree in Management Studies (B.M.S.) - Don Bosco College, Kurla - 2016

(CGPA – 3.61) - University of Mumbai

H.S.C. - Menon College of Commerce, Bhandup - 2012

52.5% - Maharashtra State Board

S.S.C. - B.P.E.S. High School - 2010

71.45% - Maharashtra State Board

PROJECTS & RESEARCH PAPERS

CEO's Desk Interview

Scripted, directed, and appeared in a video interview of the CEO of StrategicERP presenting his expert opinion about the industry expectations for the year 2020

Consumer behaviour study on Smartphones

A targeted study of the consumer behaviour of students in Mumbai with respect to Smartphones which included:

- Study of the History of Origin and Evolution of Smartphones
- Survey and Analysis of Consumer Behaviour with respect to Mobile Phones among students in Mumbai
- Measuring the knowledge of students about smartphone technology
- Determining the crucial factors that drive their buying decisions

KEY ACHIEVEMENTS

Performance Accolade

Star of the Quarter at Capgemini Invent for Q4 - 2018

Self-published Fantasy Novel

'Sovereign Servants - The Sending', the first instalment in the VIRGIN EARTH series invites readers on a stroll in a prehistoric earth yet undefiled by the baneful touch of man. In this fantasy epic, the unblemished Earth's transcendent provisions and flora & fauna that seem magical in their glory seek to revive the boundless imagination we all possessed as children.

PERSONAL DETAILS

Languages known: English, Hindi, Marathi, and Tamil

Hobbies: Writing, Music, Reading, and Sports

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