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| **Priti Pritesh Gupta** |

W-604 Topaz Park, Park Street, Near Kalewadi Phatta, Wakad, Pune – 411057

+919923350911 - [pritiknj91@gmail.com](mailto:pritiknj91@gmail.com)

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| **PROFESSIONAL PROFILE** |

* Overall experience is 3 years.
* Almost two years’ experience in Content development, Technical Documentation.
* One-year experience in managing and operating a Food outlet (QSR).
* Proficiency in working with MS Word, MS PowerPoint, Google Docs.
* Hands on experience in using tools such as Snag IT, Google AdWords, Dr. Explain.
* Working in tandem with Marketing team-leads and Corporate communication to set strategies for effective content creation.
* Knowledge of SEO practices and ability to create quality content as per SEO requirements.
* Experience in developing - User manuals, Help documents, Quick reference guides(QRG), step-by-step guides, blog posts, articles, solution pages, story-lines for how to videos.

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| **SKILLS** |

**Writing Skills**

**Documents-**User manuals, Help documents, SOP, Quick reference guides(QRG), step-by-step guides.

**Digital Marketing-** Blogs, articles, product and service pages.

**Product Promotions-** Product brochures/pamphlets, promotions (Ads, jingles).

**Tutorials-** Story-line for how to videos.

**Key Skills**

SEO practices, Quick learner, writing ability, research ability, information gathering, end-user documents, brochures, pamphlets.

**Software Tools**

Microsoft Office, Google docs, Snag IT, Dr. Explain, SharePoint, Google AdWords.

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| **WORK EXPERIENCE** |

**Paragyte Technologies**

**Content Writer**

*March 2018 – Present*

* Solely responsible for technical documentation for the product.
* Content generation for Parageek's blog, industry-wide solutions service pages.
* Story-line creation for video tutorials, use cases.
* Created from scratch - User manuals, Help documents, Quick reference guides(QRG), step-by-step guides for the product.
* Testing product features and functionalities.
* Working in sync with APP and QA team to make **e-learning module** more user-friendly and effective.
* Participating in various status calls, team meetings.
* Provide content for day-to-day announcements.

**Elansai**

**Content Developer and Writer**

*July 2016 – February 2018*

* Company's external website content generation.
* International Relations- Worked closely with staff to develop content for various marketing assets.
* Experience in Branding, Digital Marketing, Creative Writing - Jingles, Promotion Ads, About Us pages.
* Created and managed Social media marketing strategy for the brand - Spsdundlod, Edu contra.
* Social media marketing and brand promotions for the franchisee - Jumboking Sanghvi, Deccan, and Hinjewadi.
* Organizing collected information into the well-written article.
* Content marketing, social media marketing, SEO for the digital team,
* Blogs and articles for company's various clients on a diverse range of topics - Digital marketing, POS management solutions, AI Vs robotics, Food industry.

**Jumboking**

**Store Manager**

*July 2015 – July 2016*

* Handled core operations of the QSR.
* Customer handling and inventory management.
* Understanding competitors and business requirements and ran promotions.

**Tata Communications Pvt Ltd**

**Consultant – IT PMO**

*May 2015 – July 2015*

* Store and share progress documents using Microsoft Word and SharePoint.
* Conduct meetings to plan out projects with resource management, project management, and project coordinators.
* Work closely with Program Managers, team members, and clients.
* Communicate with team members to ensure deadlines are met and assist them with queries.
* Worked on MS Office, SharePoint, Google Docs with team members.
* Written quality content for clients, vendors from all industries (presentations, test cases, bugs and defect reports, weekly status update reports).
* Presented status update presentations and scrum calls.

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| **QUALIFICATION** |

**Masters of Business Management - Pune University -** *2013 – 2015*

**Bachelor of technology - Uttarakhand Technical University -** *2008 – 2012*

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| **CERTIFICATIONS** |

* Certificate for successfully completing two months training on **Basics of Content Writing from Elansai.**
* **An employee of the month for three months** – September, November, and December at Elansai.
* Certificate of Excellence in Talent Search organized by **Himalayan Institute of Technology, Uttarakhand**.
* Certificate of Excellence from H.K. Firodiya Memorial Foundation.