

RESUME

MANU MATHUR

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SKILLS & ABILITIES

- Content Writing
 - Digital Marketing Key Account Management
 - Strong Data Analytical Skills
 - Search Engine Optimization, Conversion Rate Optimization
 - Google Analytics
 - Quality Analysis and Personal Blogging Effective
 - Oral & Written Communication Skills
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EXPERIENCE

LOGICSERVE DIGITAL PVT LTD, MUMBAI, INDIA

FEB 2017 – OCT 2017

DESIGNATION: DIGITAL MARKETING & PR SPECIALIST

- Quality check the content received from all freelancers
- Client handling in various domains: automobile, real estate and consumer durables
- Recruiting new freelancers from Upwork for ongoing projects

ALIGN THOUGHTS, INDIA

OCT 2016 – FEB 2017

DESIGNATION: FREELANCE CONTENT WRITER

- Writing content on different niches: Health and Technology
- Published link: [Here's why yoga is not just about physical exercise](#)

SAG INFOTECH PVT. LTD, JAIPUR, INDIA

OCT 2015 – OCT 2016

DESIGNATION: SENIOR CONTENT WRITER

- Conducting interviews of fresh recruits in Automobile and IT segments
- Content Curation, Proofreading, Quality checking blog & website content
- Working closely with SEO and SMO team to curate quality content along with Meta tags, Title tags, Header Tags etc.

STORY SPOTTED, INDIA

JULY 2015 - OCT 2015

DESIGNATION: FREELANCE CONTENT WRITER

- Content curation on startups & entrepreneurship niche

THE LAZY FEED, INDIA

JULY 2015 - OCT 2015

DESIGNATION: FREELANCE CONTENT WRITER

- Major content curation on The Flash (TV series)
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EDUCATION **ACADEMIC QUALIFICATIONS:**

Bachelors in Computers from Vivekananda Institute of Technology (VIT), Jaipur, India - 2015

IT/ COMPUTER SKILLS:

MS Office, Adobe Photoshop CS6 (basics), Content Management Systems (WordPress & BlogSpot), PL/SQL, Oracle 8i & 9i, Eclipse, SQL Server, Android Studio

INTERNSHIPS:

L&T InfoTech PVT LTD – Android Application Development Trainee - from July 2014 to Aug 2014

EXTRACURRICULAR:

- Student ambassador at First Naukri (2014 – 2016)
 - Technical Head Coordinator & event coordinator in various events held at college annual fest (2013)
 - Participant in various college workshops/seminars to grasp knowledge on Android OS & Ethical Hacking
 - Student Coordinator in 2nd National conference on Computational & Mathematical Sciences (2012)
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