

# 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

**A3logics Inc. PVT LTD, JAIPUR, INDIA**

MAR 2018 – PRESENT

### DESIGNATION: CONTENT WRITER

- Website Content Creation
- Creative writing for specific client requirements
- Curation of blog posts, social media content for the organization
- Client Proposal documents

**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
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**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 2<sup>nd</sup> National conference on Computational & Mathematical Sciences (2012)
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