

SRUTHI NAGARJUN

• Content Writer •

ABOUT ME

A highly motivated professional with Excellent admin skills and thorough knowledge of B2B relations, as well as proficiency in English language and communication. Fully committed to delivering quality services on-time.

EDUCATION

2008-2012 Graduation in Mechanical Engineering from VITAM College of Engineering

KEY SKILLS

- Ad Copy Writing
- Resume Writing
- Content Writing and Blogging
- Well-versed in Social Media Marketing Strategies and Brand building
- Efficient team leading
- Maintaining Public Relations
- Proficient English communication

GRADUATE ENGINEER TRAINEE, MEGHA ENGINEERING AND INFRASTRUCTURE LIMITED, HYDERABAD (2012 - 2013)

Achievements and responsibilities:

- Project coordination and site inventory management
- Preparing daily progress reports on projects and relaying the instructions to the site
- On-site to HQ coordination and project implementation
- Devised and implemented a new filing and indexing system for documents, resulting in greater ease of access and a more time-efficient process
- Supervised all admin activities to ensure the office ran smoothly and efficiently
- Answering emails, incoming calls, and running professional errands

EXPERIENCE

CONTENT WRITER AT HONEY GROUP (MARCH 2020 - PRESENT)

Job Responsibilities:

- Developing Content for Social Media Marketing
- Focusing on brand building
- Developing content for their website
- Content writing based on SEO and SEM

CONTENT WRITER (FREELANCE) (2014 - PRESENT)

Job Responsibilities:

- Writing content for Overseas consultancies- Statements of Purpose and Letters of recommendation
- Developing content for various lifestyle and health magazines
- Developing content for various company websites
- Developing content for individual blogs
- Developing content for my own blog and social media pages
- Working on social media strategies for various organizations

CAREER BREAK FOR PREPARATION FOR CIVIL SERVICES EXAM (2013 - 2018)

Achievements and skills developed:

- Developed proficient writing skills in English
- Started a blog to write upon various topics relevant to current scenarios and based on personal experiences
- Learning Digital Marketing tools like SEO, SEM, and Social Network Marketing
- Developed thorough knowledge in subjects like Public Administration and Ethics in Governance and Administration
- Developed skills like organizing debates and group discussions