**Sapna Nagi**

**Assistant Content Manager**

Contact No.: 7982203763/ 8130336266

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**CAREER OBJECTIVE:**

I seek to apply my knowledge and skill set in an esteemed organization which provides me with immense opportunities for professional growth in concurrence with the company’s goals and objectives.

**WORK EXPERIENCE:** 5.1 years’ experience as a Content Writer and Analyst (Technical/Non-Technical)

### Oct 2013 – Mar 2015

## Technical Writer, ITL Education Solutions

**Key Responsibilities:**

* To research for the given the project and collect relevant study material from various reliable sources
* To analyze the syllabi of all major technical universities across India and other Asian Countries
* To prepare a consistent TOC for the book
* To prepare a well-structured content for the engineering textbook
* To analyze and solve the technical papers of all major universities and include them in the book
* To perform first level editing of the content written by other team fellows

### May 2015 – Jan 2017

## Technical Writer,Global Audio Text Solutions

**Key Responsibilities:**

* To research for the given the project
* To communicate with the clients to extract the precise requirements
* To analyze the requirements and create a wireframe for the website
* To communicate with team members (web developers, web designers, and SEO executives) regarding the project
* To understand the target audience and objects of the project
* To write the web content, keeping in mind the nature of business
* To analyze the website with other teammates once the first level processes are done (in terms of functionality and relevance)
* To research and study emerging technologies (Big Data, Cyber Security, Artificial Intelligence, Cloud Computing)
* To deliver engaging social media content, if required.

### Nov 2017– Present

## Assistant Content Manager, Webfume Technologies

**Key Responsibilities:**

* To research for the given project
* To develop the initial level wireframe for the specific projects in concurrence with sheer analysis of the prerequisites
* To create a content strategy for internal and external projects (web, SEO, and Social Media)
* To research for the most appropriate keywords
* To look out for Meta Data, URL optimization, and othet important factors
* To manage the team while ensuring their professional growth
* To track the team’s performance while providing them a learning space
* To communicate with other teams for various requirements
* To review, analyze, and edit the content
* To analyze the key performance metrics of various campaigns and make improvements in the strategies
* To analyze existing and previous projects and work in concurrence with various development teams to write case studies and whitepapers
* To generate pertinent press releases, newsletters, business communications, sales content, emailers, and presentations
* To review social media content

PORTFOLIO:

* https://urlzs.com/kAJZT
* https://urlzs.com/MAQr2
* www.clavax.com
* www.clavax.com.au
* www.debtrelief.com
* www.youwecan.com
* www.barpatrol.net
* www.ultrapens.com
* www.opennetreview.com
* www.nutsandboltz.in
* www.audiotextsolutions.com
* www.softwarecities.com
* www.hostpreneur.net
* www.telefonemedia.com
* www.luvkushsingers.com
* www.psychohertz.com
* www.gimbalmart.com
* www.nutsandboltz.in
* www.audiotextsolutions.com
* www.softwarecities.com
* www.hostpreneur.net
* www.telefonemedia.com
* www.luvkushsingers.com
* www.psychohertz.com
* www.gimbalmart.com
* www.mmheating.co.uk
* www.mmplanninganddrawings.co.uk
* www.mmloftconversion.co.uk
* www.adactin.com
* www.aritone.com

**Acquainted Tools:**

* MS Office
* SnagIT
* Plagiarism Checker
* Grammarly
* Ginger
* Moz Analytics
* Keyword Finder
* Keywords Everywhere
* Semrush
* Small SEO Tools
* Evernote
* Canva
* eClincher
* Buffer
* Mathtype version 6.9 software

**KEY SKILLS:**

* Content Writing
* Content Editing
* Technical Writing
* Creative Writing
* Proofreading
* Copywriting
* Technical Documentation

**EDUCATION:**

* Bachelor of Technology in Electronics and Communication Engineering from Indira Gandhi Institute of Technology, Guru Gobind Singh Indraprastha University in the year 2013 with an aggregate of 71.66%
* Three-year Technical Diploma in Digital Electronics and Microprocessor System Design from Kasturba Polytechnic for Women, Board of Technical Education in the year 2010 with an aggregate of 74%
* Passed Senior Secondary Examination (Class XII) from CBSE in the year 2007
* Passed Higher Secondary Examination (Class X) from CBSE in the year 2005

**PERSONAL DETAILS:**

Date of Birth: 26.02.1989

Current Address: 103, Q1 Block, South City 2, Sector 48, Gurgaon

Permanent Address: 1729, Main Road, Shanti Nagar, Tri Nagar, New Delhi 110035

Languages Known: English and Hindi