

# ABHINAYA A G

CONTENT WRITER

## DETAILS

### CONTACT

+91 9600061408

### EMAIL

abhinaya.agn@gmail.com

### ADDRESS

182, Tower No. 39, DLF  
Gardencity, Semmancheri,  
Chennai - 600 130

### DATE OF BIRTH

October 22, 1996

### LINKS

[Abhinaya Ganeshan](#) | [LinkedIn](#)

## SKILLS

Digital Marketing



Content Writing & Strategy



Email Marketing



HubSpot Software



Google Analytics



Sales Research



Influencer Marketing



Exposure to Designing tools - Adobe

Photoshop/ Lightroom/ Fresco/

Illustrator/ Flash, Figma, CorelDraw



## SUMMARY

Dynamic Digital Marketing Professional with a knack for brand building, driving organizations to achieve brand establishment through innovative and comprehensive marketing strategies.

## EMPLOYMENT HISTORY

### DIGITAL MARKETING & SALES RESEARCH

AlertOps | April 2024 - Present

- Collaborated with the marketing team on successful digital campaigns.
- Acted as a communication bridge between teams, ensuring smooth task execution.
- Managed social media marketing and developed monthly strategies for the social calendar.
- Conducted sales research, and competitor analysis and generated detailed inbound lead analysis reports periodically.
- Gained knowledge with top marketing tools like HubSpot (Certified)(for SEO, Sales, Email, and Social Media), Google Analytics (for PPC, and Display Ads), WordPress, Asana, Ahrefs, etc.,

### CONTENT WRITER

AlertOps | Dec 2022 - Apr 2024

- Created content for major marketing activities, including Google, LinkedIn, and Facebook (for both organic and paid) Ad campaigns.
- Developed content for blogs, social posts, sales collateral, press releases, and event marketing materials.

Microsoft Office



Script Writing & Story Board

Illustration



Leadership skills



Ability to work in a team



Communication skills



## HOBBIES

Reading Books, Sketching, Origami  
Crafts Making, Styling & Art Direction  
for Photography and Video  
Advertisement shoots.

## LANGUAGES KNOWN

English



Telugu



Tamil



Hindi



- Proofread website content and assisted with content testing.
- Conducted market research and developed industry-centric SEO content.
- Managed on-page SEO (Web page optimization) and off-page SEO (Influencer marketing).

### CONTENT STRATEGIST

Roanuz Softwares Private Limited | Sep 2021 - Nov 2022

- Created and scheduled content for social media platforms (Instagram, Facebook, LinkedIn), website (Mayflies), and newsletters (MailChimp).
- Conducted research and analysis of industry-specific audiences to develop effective content strategies.
- Introduced a Social Media Calendar for improved planning and scheduling of posts and marketing materials.
- Authored technical blogs and developed product-related API documentation.
- Developed press release content and shared key insights; coordinated with major press platforms like CIO Outlook, CRN etc.,.

### CREATIVE CONTENT WRITER

Crazy Pencilz Studio | Dec 2020 - Sep 2021

- Developed content for major ad campaigns (graphic and video ads) for reputed brands like Husqvarna, Tanishq, TVS, and Tata.
- Worked on scripts for video ads and gained experience in set work.
- Assisted and coordinated with teams in all aspects of the creative process, from brainstorming and copy-writing to designing and execution.
- Conducted in-depth research and analysis for various clients to develop appropriate marketing strategies.
- Learned the basics of social media marketing and experimented with brand marketing.

### CONTENT WRITER

Potential Studio | June 2018 - Dec 2020

- Developed content (blogs, news articles, movie reviews, and celebrity interviews) for Top10 Cinema.com.
- Served as the first and only woman movie script curator in the script-reading and selection team.

- Worked on pre-production and post-production for movies like Monster, NGK, Kaithi (both pre- and post-production), and Sultan, Rainbow, and Black (pre-production).
- Involved in subtitling, social media posts, first-look poster designs, promo videos, YouTube video scripts (for Open Panna), and Wikipedia content creation for movies.

## ● **PRODUCTION EXECUTIVE**

FlashE Event Management | Jun 2017 - Jun 2018

- Coordinated and strategized event plans, set work ideas, and reported to concerned teams.
- Developed various marketing materials for events, including 2D, 3D, print designs, set designs, event planning presentations, and social media posts.
- Performed client servicing, product and solution sourcing, presentations, and handled corporate communication.
- Gained exposure in pre-event recce, event planning coordination, event setup designing, vendor management, and final execution.
- Worked with reputed brands like Tata Motors, IBM, and HP Petroleum.

## **EDUCATION**

### ● **BSC VISUAL COMMUNICATION**

MOP Vaishnav College for Women, Chennai

2014 - 2017

### ● **HIGH SCHOOL**

New Prince Matriculation Higher Secondary School, Chennai

### ● **SENIOR SECONDARY SCHOOL**

Prince Matriculation Higher Secondary School, Chennai

## **INTERNSHIPS**

### **PHOTOGRAPHER**

Frame N Focus, Chennai | Aug 2016 - Sep 2016

- Practically experienced in basic and outdoor photography techniques.
- Gained knowledge of the basic post-production process, including editing and retouching with Adobe Photoshop.

## **GRAPHIC DESIGNING**

Space Communix, Chennai | May 2016 - Jun 2015

- Gained practical knowledge in designing and developing responsive websites, logos, brochures, and more.
- Proficient in using prominent design software like CorelDraw, Adobe Photoshop, Illustrator, and Flash.

## **COURSES**

### **SEO**

HubSpot Academy | Sep 2024

### **HUBSPOT MARKETING SOFTWARE**

HubSpot Academy | Sep 2024

### **BASIC PHOTOGRAPHY WEEKEND COURSE**

Ambitions4 Photography Academy | May 2015 - Jun 2015

## **EXTRA-CURRICULAR ACTIVITIES**

### **SOCIAL SERVICE**

6MG Aarambi, Chennai | Jul 2016

### **CONTENT & SCRIPT WRITING/ PHOTOGRAPHER/ RADIO JOCKEYING**

MOP Vaishnav College for Women, Chennai |  
Jun 2015 - May 2017

Represented MOP Vaishnav College & won 2nd place in the All India Community Radio Service Short Film Contest.