



S YOGESH KUMAR

Consultant, Content Editor

PROFILE SUMMARY

SEO Articles, SM Blogs, Web Page Content, Newsletter Campaigns, Product Descriptions and Specifications, Online Reputation Management, Infographics, White Papers, and Research Writing as well. Articulate enticing content based on the business necessities of the customers both in terms of B2C and B2B. Niches of writing include business, finance and accounting, nutrition, medical science, dental hygiene, leisure and travel, photography, hotel and accommodation, investments, ITES, and information technology as well.

PERSONAL INFORMATION

- Email**
gcloudonlinerestore@gmail.com
- Mobile**
(+91) 8015155169
- Total work experience**
3 Years 3 Months
- Social Link**
<https://www.linkedin.com/in/yogesh-kumar-sekar-a6046363/>

EDUCATION

- 2014** MBA/PGDM
Vel tech multitech dr.rangarajan dr.sakunthala engineering college, Chennai
- 2012** B.Sc
SRM university (SRMU)

WORK EXPERIENCE

- Oct 2024 - Feb 2025** Consultant, Content Editor
Datamatics Global Services Limited
Actively navigate through the Sitecore CMS tool for content updates and new page builds as per the business necessities. Creating a new page build and updating the requisite content edits/amends as per the specifications highlighted in the approved copydoc master file. Prowess in the HTML basics to work in the Bupa project involving my active participation both in BAU (Bupa As Usual) and BDC (Bupa Dental Care) clientele divisions.
- Jun 2024 - Aug 2024** Content Team Lead
Sutherland Global Services Private Limited
Working in CMS applications such as HelpTree in devising voice-over content scripts for tele-callers who are tagged in the AR (Accounts Receivable) voice-calling process, interacting with the onsite customers (B2B as well as B2C) for an optimal query resolution over the phone or email chat processes. The scripts are being fairly designed with all the possible question options that the customer can raise and what would be the probable solution to it, thereby meeting the SLA or target deadlines with a much shorter TAT (turnaround time) margin.
- Jan 2024 - Mar 2024** Lead Content Writer

KEY SKILLS

- Content Writing
- Content Management
- Content Editing
- Website Management
- Content Strategy
- Copy Writing
- Technical Writing
- Infographics
- Content Development
- Content Marketing
- Digital Branding
- Digital Marketing
- Wordpress Development
- SEO Writing

OTHER PERSONAL DETAILS

City Chennai
Country INDIA

LANGUAGES

- ENGLISH

GHL India

The business deals with all kinds of financial investments, such as NCDs (i.e., non-convertible debts), short-term and long-term investments, stock markets, company shares, and public utilities, across domains of diversified infrastructural enterprises.

Jun 2022 - Feb 2023

Sr. Technical Content Analyst
VVT Solutions Pvt. Ltd.

I used to curate web content for engineering, medical, and architectural colleges detailing the college overview and courses offered and fee structure, admissions, and eligibility criteria, placements, amenities, facilities, cut-off percentile, student strength, faculty description, etc. Alongside, I write forum blogs and maintain all the social media platforms such as Facebook, Twitter, LinkedIn, Instagram, YouTube, etc. Apart from that, I create FAQs for all the engineering, medical, dental, arts and sciences, and architectural colleges.

Dec 2021 - May 2022

Executive - Digital Content Analyst
Deloitte Digital

Digitizing content from the student workbook called TAFE into a SaaS web application, which is termed Rise 360 or Articulate 360. I was handling a team size of fifteen occupants in my project; that's inclusive of task delegations on business necessities as per the structured SOP guidelines, circulating the feedback report, as well as interacting with the client three times a week on quite a few critical emergence situations.

Jun 2021 - Nov 2021

Recruitment Consultant
Atos Syntel

Recruitment for internal hire in terms of talent acquisition and pre-screening candidates based on pre-defined project requirements. Conducting HR practices from onboarding NJO (New-Joiner-Orientations) to exit interviews via the most popular and dedicated in-house software application and sometimes even through video conferencing calls remotely to access across diversified geographies.

Jul 2016 - Jun 2021

SEO Content Writer Freelance
ContentMart

Article Content Creation | Drafting Blog Posts On Social Media Platforms | Content Editing Or Proofreading Scripted Content | Curating Impeccable Content For Differing Client Website Pages And Updating Business Prospects At Regular Intervals.

May 2015 - Jul 2016

Customer Service Associate
Accenture

Inbound Call Processing | Outbound Call Monitoring | E-Mail Chat | Statement Reconciliation | Quality Analysis | Update Of Buyer Information | Multiple Invoice Split Up | Payment Generation.

COURSES & CERTIFICATIONS

- PCCW Professional Certification in Content Writing
- 18 total hours of 2020 SEO Training Masterclass: Beginner SEO to Advanced SEO
- 23 total hours of the complete digital marketing course - 12 courses in one online course