



VIDHYA LAKSHMI R

CONTENT SPECIALIST FOR SOCIAL MEDIA & TRAINING

SUMMARY

Proficient in crafting compelling content and managing social media strategies that enhance brand presence and engagement. Skilled in the end-to-end content development process, from research and ideation to creating immersive narratives that resonate with target audiences. A strategic partner in developing innovative content solutions that drive audience growth and foster meaningful digital interactions.

EDUCATIONAL HISTORY

- Masters in Journalism and Communication
- Bachelor of Arts in Economics

EXPERIENCE

Proficient in:

- Conducting audience research to identify content needs and trends.
- Developing content strategies aligned with brand and business objectives.
- Crafting compelling and engaging written, visual, and multimedia content.
- Applying storytelling and SEO principles for maximum impact.
- Managing social media platforms to enhance engagement and reach.
- Analyzing content performance and optimizing for effectiveness.
- Collaborating with stakeholders to align messaging and goals.
- Handling multiple content projects with efficiency and timely execution.
- Creating and curating content that drives audience interaction and brand loyalty.
- Staying updated on industry trends to refine content and social media strategies.

Consultant, Mentor Learning Services (2010-Present)

Responsibilities:

- Designed and delivered leadership development programs tailored to business needs.
- Conducted leadership needs assessments and created competency-based learning roadmaps.
- Developed storyboards, trainer guides, and interactive materials for leadership training.
- Designed leadership assessments to measure growth and behavioral shifts.
- Created and curated content for leadership branding and internal communication.
- Managed social media marketing strategies to enhance leadership branding and engagement.
- Developed and executed content campaigns to amplify organizational culture.
- Analyzed social media performance to optimize content reach and audience interaction.

Technical Writer & Project Coordinator , SCOPE International Chennai. (2002-2003)

Responsibilities:

- Prepared the training manuals for in-house programs.
- Prepared reference manuals and installation guides for software. Updated other technical reports.
- Assisted with project updates and timelines.

Software: MS Office, Adobe Pagemaker, Articulate 360, Canva.

My Strengths: Ability to commit to timeframe, Going the extra-mile



+ 91 9841980610



vidhyavenbakkame@gmail.com



Linkedin.com/in/Vidhya-v-79224727b/