

MADEEHA TABASSUM H

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ABOUT ME

Dynamic Content Analyst with expertise in digital content review, strategy, and performance optimization. Recognized for reliability, attention to detail, and ability to collaborate across technical, creative, and marketing teams. Passionate about creating accurate, engaging, and compliance-ready content that drives audience engagement and meets business goals.

EXPERIENCE

Content Analyst | Arrow Thought

May 2024 – Present

I've had the opportunity to work on high-value client profiles and manage confidential data with complete discretion, ensuring zero cost overruns and maintaining operational efficiency throughout. This contribution was recognized and appreciated by senior management, and I received internal recognition for my reliability and attention to detail.

In my day-to-day role:

- Analyzed and evaluated digital content ensuring clarity, accuracy, and alignment with audience expectations.
- Leveraged analytics tools to monitor performance, optimize strategy, and boost engagement.
- Collaborated with cross-functional teams to simplify complex information into impactful content.
- Managed repositories, ensured copyright compliance, and maintained high-quality standards. Received internal recognition for discretion, operational efficiency, and reliability.

EDUCATION

BCA (Bachelor of Computer Applications) – 81%

April 2024

DKM College for Women (Affiliated to Thiruvalluvar University)

SKILLS

- Content Analysis & Evaluation
- Data Interpretation & Reporting
- Microsoft Office (Word, Excel, PowerPoint)
- Google (Docs, Sheets, Slides)
- Prompting
- Generative AI (ChatGPT, Co-Pilot)
- Team Collaboration, Communication
- Time Management

CERTIFICATIONS

- Typewriting in English (Senior Level, Distinction)
- Typewriting in Tamil (Junior Level, Distinction)
- Cybersecurity Domain Training (SFC101) – SkillsDA, NASSCOM Foundation & DXC