

S. Yogesh Kumar Sekar

CMS - Lead Content Specialist

Chennai, Tamil Nadu, India

Email 1: jobsquests@gmail.com

Email 2: jobseizers@gmail.com

Mobile: +91 80151 55169 | +91 91767 27875

Profile Objectives

Prowess in drafting unique and scalable content for in-house and custom website and mobile applications for products and service-based enterprise with a novice expertise working with B2B and B2C clients wide-across diversified domain verticals.

Structure a streamlined process workflow for inline content strategy implementations breaking down complex business insights to simple and approachable systems with an abled proficiency to curate precise, concise scripts for technical and operational contexts.

Educational Qualification

M.B.A. in Human Resource Management and Marketing, Sales & Distribution

Vel Tech (Madras University)

Chennai, Tamil Nadu from 2012 to 2014

Bachelor of Science in Management Information Systems

SRM (Madras University)

Chennai, Tamil Nadu from 2009 to 2012

Core Skill Highlights

Mobile App Content Writing (iOS & Android)

Web App and SaaS Content

UX Writing and Microcopy

Feature and Module Descriptions

Error Messages and Empty States

CTA Optimization

Collaboration with UI/UX and Product Teams

Freelance Mobile and Web Application Expertise

User Onboarding: Welcome screens, walkthroughs, tutorials.

In-App Content: Menus, tabs, forms, validation messages.

Product Messaging: Feature updates, notifications, pop-ups.

Conversion Copy: CTAs, pricing screens, upgrade prompts.

Support Content: In-app FAQs, tooltips, help sections.

Notable Freelancing Projects

Rental & property management mobile application

Health & nutrition consultation web application

SaaS-based service booking platform module

Fintech & payment flow interfaces

FTE Work Experiences

Consultant, Content Editor

Datamatics Global Services Ltd - Chennai, Tamil Nadu

Contractual/Temporary Employment

October 2024 to February 2025

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 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.

Content Team Lead

Sutherland Global Services - Chennai, Tamil Nadu

Contractual/Temporary Employment

June 2024 to August 2024

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 designed fairly, encompassing all possible question options that the customer can raise and the probable solutions to them, thereby meeting the SLA or target deadlines with a much shorter TAT (turnaround time) margin.

Lead Content Writer

GHL INDIA - Chennai, TN

Contractual/Temporary C2H

January 2024 to March 2024

Taking care of all the demanding content requisites in terms of crafting content calendars on a monthly timeline basis, website content, SM blogs and drafting relevant content for E-mail marketing campaigns as 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.

Senior Content Writer

VVT Solutions Pvt Ltd - Chennai, Tamil Nadu

Full-Time Employment, FTE

June 2022 to February 2023

I used to curate web content for engineering, medical, and architectural colleges, detailing the college overview and courses offered and fee structure, admissions, 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.

Digital Content Analyst

Deloitte - Chennai, Tamil Nadu

Contract/Temporary Employment

December 2021 to May 2022

Digitizing content through various interactive elements and style guides 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 emergencies.

Recruitment Consultant

Atos Syntel - Chennai, TN

Contractual/Temporary C2H

June 2021 to November 2021

Recruitment for internal hires 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.

Known Languages

- English (India, United States, and United Kingdom) - Read/Write/Speak
- Tamil - Read/Write/Speak

Online Certifications

23 total hours of the complete digital marketing course - 12 courses in one online course in May 2021.

Successful completion of 23 total hours of a complete digital marketing course - 12 courses in one online course on May 16, 2021, from UDEMY.

18 total hours of 2020 SEO Training Masterclass: Beginner SEO to Advanced SEO in September 2020.

Successful completion of 18 total hours of the 2020 SEO Training Masterclass: Beginner SEO to Advanced SEO online class on September 21, 2020, from UDEMY.

PCCW - Professional Certification in Content Writing in January 2018.

Awarded the completion certificate of Professional Certification in Content Writing from Lead Academy or the writingschool.in on 10th January 2018 for successful completion of the course program with distinction.

Personal Details

Date of Birth: 1991-06-25

Eligible to work in: India

Highest Career Level: 2-5 years of experience.

Industry: Advertising, PR, MR, Event Management, Internet, Ecommerce, Management, Marketing, Publishing, Strategy, Management Consulting, and IT firms.

Total years of relevant work experience: 3 Years and 6 Months.