

Shreya Sinha

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Blog- www.theshreyasinha.com

I am a creative professional with experience in content writing, marketing, and management. I provide reliable and plagiarism-free writing with trustworthy information. I am a meticulous researcher, skilled at handling multiple challenging projects and finishing them all on time. I have been acknowledged multiple times for successfully transforming ordinary lines into extraordinary ones to help clients in meeting their business goals. I have excellent communication and public speaking skills which have helped me in being a great presenter for various requirements. I possess an excellent ability to grasp and structure large amounts of information and anticipate the reader's knowledge gaps. I am able to quickly grasp complex technical concepts and make them easily understandable (in text and pictures). Also, I have successfully handled and managed marketing campaigns that come to life online and offline for various corporate events, product launches, summits, and events from fashion and entertainment industry.

Work Experience:

Technical Writer, Franklin Templeton Investments, San Mateo, CA (May/2017- Present)

- Wrote and developed shareholder reports and economic overviews for domestic and international markets
- Managed databases and routed financial projects using StreetLight, FundSuiteArc, and ARC Hand-off
- Communicated with legal, accounting and portfolio management departments
- Proofread and edited mutual fund reports
- Published shareholder reports to company website
- Developed procedure manuals
- Managed and developed financial documentations

Freelance Writer and Technical Writer (May/ 2012 – September/2016):

AWS, Huawei, Cognizant, GoodSearch, Impiger Tech, Orange Tech Systems, Gomalon, Insight Consultancy Services, Minjar, and Others

- Effectively maintained media relations, public relations, crisis communication, and employee communication for various organizations by working for their Corporate Communication
- For Huawei and Cognizant, created internal content for API Documentation, Linux, technologies, and tools used within the organizations, and achieved accuracy and transparency by revising, editing, and proofreading text content
- Achieved greater client acquisitions for Orange Tech Systems and Insight Consultancy Services by conducting routine checks of website content, revamping the same as per organizational requirements, and providing copywriting content
- Improved the search engine visibilities and number of visitors by offering copywriting and producing exceptional titles and descriptions to various organizations for their web pages for the target audience
- Achieved great customer base by creating engaging articles for DevOps and other important issues in Cloud Computing and IT Infrastructure for AWS, Minjar, and Impiger Tech. My AWS blogs have been tweeted by Mr. Jeff Barr, Chief Evangelist at AWS
- Produced high-quality documentations in iOS Framework, Python, Django, JavaScript, HTML for various organizations that meet applicable standards and are appropriate for its intended audience. Also, provided organizations with online content, blog posts, press releases, white papers, print and online publications, blogs, white papers, scripts, web pages, brochures, flyers, newsletters, Wikipedia pages, case studies, social media content, slide share presentations, PR Releases, product user manuals, webinars and others
- Helped organizations in achieving their goals by working closely with product management, engineering, design, and support teams to ensure the quality, discoverability, and accuracy of the content
- Created fresh, easy-to-understand, and on-brand writing across channels and platforms for organizations from eCommerce, finance, management, technology, travel, food, economy, entertainment, healthcare, academic, fashion, beauty, and several other industries and gained exposure to working with clients from India, USA, UK, and Australia
- Increased market presence and visibilities of many organizations by offering public speaking and presentations for their events and campaigns

Education:

- Post Graduate Diploma in Banking and Finance from Manipal University (2011-2012) with a CGPA of 7.87
- Bachelor of Engineering from Rajiv Gandhi Prodyogiki Vishwavidyalaya (2006-2010) with 69.13%

Professional Strengths:

- Developed my website www.theshreyasinha.com from scratch using Google research and creating blogs and poems on travel, lifestyle, food, fashion, and many other areas
- Excellent verbal and written English-language skills and good command of grammar and vocabulary with the ability to create documents with meticulous attention to detail
- Well versed in SEO techniques, web standards, website structures, information architecture, content management systems and best practices for content development
- Thorough understanding of research and widespread knowledge of Google keywords and research tools with exceptional analytical skills to produce resourceful content
- Have good documentation skills, project management skills, knowledge of navigation through multiple platforms such as the web, iOS, and Android and proficient in Chicago Manual Style, MLA Style, and APA Style of writing
- Ability to predict audience preferences to produce visually attractive instructions
- An enquiring mind with attention to gathering detailed information from and for the people
- Known as a great player who is able to work both autonomously and in constant collaboration with others, meeting strict deadlines
- Extensive knowledge of Cloud Computing and IT Infrastructure with ability to create navigating articles related to vital issues in the cloud industry

Technical Strengths:

Amazon Web Services, MAC Platform, Cloud Computing, DevOps, IaaS, PaaS, MS Office, Excel, Outlook, PowerPoint, Microsoft Word, Word Press, SEO, API Documentation, UI/UX, Web Traffic Metrics, Adobe Acrobat, StreetLight, FundSuiteArc

Languages Known:

English (Fluent), Hindi (Fluent), Bhopuri (Fluent)

Positions of Responsibility:

- Page Owner and Admin, [Let's Talk Gluten Free](#) (May/ 2014- Present): Spreading awareness about Celiac Disease, Gluten Intolerance, and Gluten Free foods through my Facebook page
- Academic Program Leader, Manipal University (Nov/ 2011 – Jan/ 2012)
- Editorial Head, Manipal University (May/ 2011 – Jan/ 2012)

Hobbies and Interests:

Theatre, Writing, Swimming, Traveling, Dance, Cooking, Gardening