

# NEHA SINGH

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PAN NO: AESPS6924D

**Generating quality content with absolute correctness and accuracy for organizations/ agencies and moving ahead in a career in content writing**

## ~ Content Head / Sr. Editor ~

With **over 10 years** of verifiable track record in;

\* Process Management \* Knowledge Management \* Deployment Services \* Quality Assurance \* Content Development \*  
\*Editing & Proof Reading \* Project Management \* CRM \*

- Competency in interpreting & managing data/content provided by clients, undertaking research, resolving problems related to a particular information & proof reading.
- Adept in undertaking research & gathering information, screening & editing content & data contributions for the edition.
- Acquired experience in working on various technologies & database tools for the smooth operation of intranet websites.
- Well versed with latest trends & developments of the field with thorough knowledge of various computer applications and content development techniques.
- Keen sense of the print/ electronic media, matured outlook on coverage, analysis and robustness of writing with an intuitive talent for connecting with the target audience.
- An expressive writer with ability to complete projects within the specified parameters.
- Possess effective communication & relationship management abilities.

## THE DELIVERABLES

- ↳ **Process Management:** Managing functioning of processes, identifying improvement areas and implementing adequate measures to maximize customer satisfaction level. Creating & implementing workflows to facilitate structured support in all areas and issues. Sending reports to the top management and maintaining the agreed SLA & thereby focusing on maximizing customer experience while optimizing costs.
- ↳ **Content Writing:** Organizing material and complete writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology. Understanding requirements and gathering requisite information about what is to be written. Analyzing developments to determine need for revisions and development of new material. Designing the layout and structure of the document's layouts by screening and selecting appropriate points to be incorporated.
- ↳ **Copy Editing:** Planning and designing the writing style; using appropriate illustrations for enhancing the general presentation of the document. Editing/ rewriting copy to be tight and readable, devoid of grammatical or punctuation errors. Taking adequate measures to ensure quality product is prepared within the time deadlines; making modifications as necessary. Reading and assessing the final copy of a document.
- ↳ **CRM:** Coordinating with clients to understand their requirements. Providing assistance & guidance during the development and even after the completion of the job work. Troubleshooting whenever the client reaches a roadblock. Supplying accurate and right information to clients to resolve the problem and put the client on the right track. Handling supervisory calls & resolving their issues, ensuring minimum TAT. Maintaining cordial relations with customers to sustain the profitability of the business. Handling customer grievances and resolving issues.

## PROFESSIONAL SNAPSHOT

Worked with Seocontentlab as Executive Editor.

Worked as a Content Writer with ISA Migrations. (Joined May 1 –Jul 2018)

Worked with Margdarshak, New Delhi, as an Online Content Developer in English for the school and pre-school levels of the ICSE board..(Nov 2017- Feb 2018)

Worked as Assistant Editor at Maritime Matrix Today,(August 2017 – September 2017)

Worked at Press Monitor as Assistant Editor (full time) for a month, at New Delhi..July 2017

Worked at Ballot Box India as a paid freelance content writer.

Edited an author's book for publication. (November to January)

Apr 30 2015—Present

SUPRAMIND SOLUTIONS

Content writing project for

Dec 20, 2015 – April 2015

FOREVER NEWS

London  
Editorial and Marketing

**Freelance Assignments Jan 2009-Jan 2010**

Since Apr`09	Riteverses.com	Copy Writer
Since Jan`09	LogicServe	Content Developer
Since Jan`09	My Bandra.com	Copy Writer/ Blogger
Since Jan`09	Contrive Media.com	Copy Writer
Since Mar`09	Finjovian.com	Editor
Since Oct`09	Senghani Group	Copy Writer
Jan`06 – Feb`07	E-learning, newspaper and content sites	Freelancer

**WRITING ACCOMPLISHMENTS**

Elearning documents, Soft skill documents, Newspaper Features articles, Newspaper City Beat articles, Vlogs, Blogs, Social Media, Articles on agriculture, Writing Ad copy, Product Reviews, Technical writing, Travel and Toursim articles...

**ENTREPRENEURSHIP**

2009 Launched my website for writing related assignments and jobs, with an online portfolio.

2009 -2010: Set up my own artifacts business and launched it at the Kala Ghoda Festival. Completed 100 pieces of art in 2 months, and set up a stall at the Kala Ghoda Fair.

**THE HIGHLIGHTS**

**At Riteverses.Com**

- ↺ Successfully edited 100 articles and developed content for press-releases and other PR/ Marketing activities
- ↺ Oversaw proof-reading of documents to ensure complete accuracy, communicating with production staff regarding any concerns.
- ↺ Efficiently maintained daily log of projects proofread by the team mates within the Turn Around Time (TAT).
- ↺ Enhanced manuscripts by correcting errors & conflicting statements in the contents & proof-read the same.
- ↺ Checked the overall content functionality and usability of the product, including interactive links and navigational logic, while ensuring consistency of formatting.

**At Finjovian.com**

- ↺ Involved in every aspects of writing web-content for the site including blogs, newsletters, articles and reviews.
- ↺ Expertly edited content (print & website) to desired length & checked tone and style of articles and case studies.
- ↺ Wrote for press-releases and other PR/Marketing activities

**At My Bandra.com**

- ↺ Effectively wrote over 200 articles and blogs on current events and Bandra-centric updates.

**At LogicServe**

- ↺ Developed & edited content for web-sites including print and electronic press releases.
- ↺ Extensively wrote articles based on key words, content development, writing & editing.
- ↺ Played a key role in writing over 200 product reviews.

**Other Assignments**

**Freelance & Short Term**

**Oct 2005 – Mar 2008**

Oct`07 – Mar`08

Ambuja Cement Ltd.

Sr. Corporate Communications Executive  
(Change Management)

- ↺ Supervised all activities pertaining to change management in the Connect India Plus campaign that brought together cements giants ACC & Ambuja under the Holcim banner.
- ↺ Actively involved writing executive summaries, creating infosheets in word, designing posters and banners using PowerPoint, arranging road shows and other events, identifying and flagging potential end users in the database.
- ↺ Effectively coordinated with Holcim officials in Bangkok for editing purposes.

- ↵ Acted as change agent for the fruitful implementation of SAP in the Holcim ventures
- ↵ Directed brand management activities of the Holcim & Ambuja brands and initiated measures for increasing brand awareness of the company.

<b>Feb`07 – Aug`07</b>	<b>The Free Press Journal</b>	<b>Sub-Editor</b>
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- ↵ Accountable for rewriting articles written by correspondents & reporters, editing content, giving catchy headlines and rewording, writing and contributing articles for local, national and international news.
- ↵ Deftly edited news for the State and City pages, and writing stories for the Features pages such as 'Health', 'Hotwheels', 'Education', 'Femme' and 'The Mall'.
- ↵ Successfully managed additional responsibility of editing stories for 'Weekend' features comprising of 10 pages of 'Vogue', 'Outlook', 'Home Alone', 'Literati', 'Curry Mix', 'E-Biz' and 'Take a Break'.

<b>Oct`05 – Dec`05</b>	<b>GurukulOnline</b>	<b>Technical Writer</b>
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- ↵ Played vital role in developing scripts which were converted into e-learning WBTs and CBTs., writing metadata to link up all content, editing and checking for errors and bugs.

Full time assignments

Jan 2001 – September 2005

<b>Jan`05 – Aug`05</b>	<b>Godrej Lawkim, Mumbai</b>	<b>Content Developer</b>
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- ↵ Adroitly created storyboards for call center clients like TCS, Mastek, ICICI, and TATA AIG.
- ↵ Skillfully created content for Godrej's domestic & international call centers; developed content for Soft Skills, Accent Neutralization, Grammar, Voice & Accent, Appraisals, Business Writing, Training, and Negotiation Skills etc.
- ↵ Played key role in creating, formatting & updating a database of over 100 training proposals & created a database of Language & Grammar test series.
- ↵ Lead efforts across editing existing content, information research from the Net, information chunking and formatting.

<b>Jan`01 – Dec`02</b>	<b>Reliance Group, Mumbai</b>	<b>HR Executive</b>
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Growth Path

Joined as Writer/ Researcher - Reliance Entertainment

Promoted as HR Executive - Reliance Infocomm

As Writer/ Researcher

- ↵ Dexterously conducted research to analyze & recommend enhancements of education/ infotainment content delivered by REL through its broadband network.
- ↵ Skillfully evaluated & compared the content, delivery techniques and platforms of various educational companies to enable the development of REL's strategy for its own ventures.
- ↵ Developed and updated content onto a website for Indian movies.
- ↵ Prepared research reports on various research agencies and the Indian film industry and maintained relevant databases; prepared various reports viz.:
  - A study of Zee Education/ Zee TV, The Learning Channel's web-site, and the Indian film industry's milestones.
  - Print Corporates, Advertising Agencies, Film Corporates, T V & Radio Corporates
  - Digital Cinema & Its Production.
  - Prepared a database related to the education industry.
  - Updated a popular web-site with news & new releases of the Hindi film industry.
  - Uploaded film entries onto national and international databases such as IMDB, CN Movies, Foreign Films, Bollywood.de, 70mmBollywood, etc.

As HR Executive

- ↵ Managed the in-house travel related services for the entire managerial manpower consisting of foreign consultants and domestic employees.
- ↵ Ensured accuracy and a high quality of customer service in all transactions.
- ↵ Coordinated with the group's in-house travel agency, various hotels, car hire agencies and similar service providers to organize the ticketing, local and international travel requirements and lodging.
- ↵ Created and updated the database of the consultants.

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### PREVIOUS EXPERIENCE

Summer 99	Queen Mary School, Mumbai	Teacher
Jun`98 – Jun`99	Sahyadri School, Pune	Teacher
Summer 97	Chetana Publishers, Mumbai	Book Reviewer

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### ACADEMIC OVERVIEW

<b>2010</b>	<b>E MBA in Media Management from ISBM with an A+ grade</b>
2000	MA in Communication Arts from New York Institute of Technology, New York
1998	B.Ed (Education) from Bombay University, Mumbai
1997	MA (English Literature) from Bombay University, Mumbai
1992	Diploma in System Analysis from NIIT, Mumbai
1993	B Sc (Chemistry) from Bombay University, Mumbai

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### IT SKILLS

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| <input type="checkbox"/> Windows         | <input type="checkbox"/> Flash         |
| <input type="checkbox"/> MS Office       | <input type="checkbox"/> Corel Draw    |
| <input type="checkbox"/> SAP (HR Module) | <input type="checkbox"/> Photoshop CS2 |

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### PROFESSIONAL ENHANCEMENT

Attended several seminars viz.:

- ☐ International Women's Day Silicon India.
- ☐ Presentation Skills in MS PowerPoint NIIT Imperia.
- ☐ Managing People and Building Successful Relationships ISRA.
- ☐ Advanced Excel Workshop NIIT Imperia.
- ☐ Dealing with difficult people, ISRA.

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### PERSONAL MINUTIAE

Date of birth:	16 <sup>th</sup> July, 1972
Address:	6, KM Sharma Road, 4 <sup>th</sup> Floor, Above A to Z, Mumbai – 400002
Language Proficiency:	English, Hindi, Marathi & Gujarati
References:	Could be furnished on request
Preferred Location:	Mumbai