

# PRAKASH GONELA

CONTENT WRITER

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## SUMMARY

Copywriter/ Content Writer possesses more than 8 years experience of web content writing/editing, content project management, content quality checking, B2B/ B2C content writing, content team leading, blogging, freelancers/vendor management and copywriting looking for the job of Content Writer in a reputed Company. Efficiency in researching, developing short copy, long copy, proofreading, article writing and documenting sources. Excellent communication and interpersonal skills. Knowledge of various blog platforms like Blogger and WordPress.

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## EDUCATION

- MICROMASTERS IN BUSINESS MANAGEMENT  
IIM-BANGALORE
- BASIC MOUNTAINEERING COURSE  
ABVIMAS, MANALI

## EXPERIENCE

### SENIOR CONTENT WRITER/ COPYWRITER

#### **Chromix Communications**

Hyderabad, India

- Worked as a copywriter-conceptualizer and copy editor in the field of print media, web content build-up and brand development
- Assisted Content Manager with training and mentoring Assistant Content Specialists in writing techniques and writing guidelines
- Proactively identify and resolve gaps in the content development support structure and improve workflow processes
- Manage members of the creative team to deliver great work and mentor them on their career development to self-manage, drive initiatives and execute tasks to completion
- Manage concurrent content development projects effectively and on time and within budget
- Work with strategic planners, business owners, and other creative team members to build concepts, develop and produce brand stories

#### FREELANCE CONTENT WRITER/ COPYWRITER

##### **(In Multiple Advertising Agencies)**

- Successfully built ad campaigns, web presence of *FMCG* clients, and blog/ article writing domains. Worked intensively in both long & short copy formats and social media marketing And digital marketing
- Work creatively with digital marketing team and development teams to develop layout for various content and communication pieces
- Help standardize department procedures to develop, publish, and manage content

#### CONTENT WRITER/ COPYWRITER

##### **TOOTL (IOS/ ANDROID APP DEVELOPMENT)**

Bangalore, India

- Worked as a lead content developer and digital marketing executive building the front-end content of the product.
- Worked with senior team members to develop site/ app content
- Worked with Partner Marketing and broader Media Partnerships teams across Media, Vendor Relationships to develop educational/ commercial content
- Worked closely with Product Marketing Managers to gather product and customer knowledge to execute projects
- Working knowledge of mobile interface technology and devices as well as web/app UI

#### ADVENTURE TREK CORDINATOR

##### **BANGALORE MOUNTAINEERING CLUB (ADVENTURE TOURISM)**

Bangalore, INDIA.

- Worked as an adventure trek coordinator & operations manager
- Was also responsible for the company's web content development

#### SKILLS

- Good writing style that is accurate and adaptable, with an impeccable use of grammar
- Excellent writing and editing skills including strong attention to detail
- Excellent written and verbal communication skills and a demonstrable reasoning ability to explain and pitch ideas
- Ability to perform multiple tasks concurrently while meeting quality objectives
- Detail orientated and who can quickly learn different industry terminology
- Strong time management and organizational skills; ability to prioritize and multi-task
- Strong understanding of professional services marketing
- Ability to build strong working relationships across all levels of the organization
- Ability to provide creative direction
- Ability to work quickly and to agreed daily targets