

# Divya Prabha

## Details

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## Skills

Creative Problem-Solving

Research

Digital Marketing

Microsoft Word

Microsoft Outlook

Microsoft Excel

Operations

Hubspot

Content Strategy

Blogs

Curation

Search Engine Optimization

Content Marketing

Translation Studies

Data Analysis

Coordinating

Keyword Research

Social Media

Management

User Experience

## Profile

An organized and creative professional with a positive, energetic approach, proven skills, and a desire to learn more and lead a successful career is seeking to obtain a position with a reputable organization that flourishes on professional growth from within, where I can utilize my knowledge in digital content management to accomplish your organization digital marketing goals.

## Employment History

### Manager- Content and Strategy(WFH), I-Botix, Coimbatore

DECEMBER 2022 – PRESENT

- Conducting research and analysis to understand the target and come up with innovative ideas.
- Develop content plans and calendars monthly that support the overall social media marketing strategy.
- Content creator with a focus on B2B/ B2C and internal communications. Take ownership of copy writing function within the content marketing team and manage it to a very high standard
- Collaborating with subject matter experts to create high-quality, engaging content.
- Working closely with the creative team to ensure that content is visually appealing and accurate representation
- Ability to produce content which result into high user acquisition and retention
- Ability to produce content in optimized budget and scale the content production
- Ensuring all content is on-brand, consistent in terms of style, quality and tone
- Collaborate cross-functionally with production/post production and creative teams, sharing key leanings and establishing thought leadership.
- Participate in developing and implementing a content strategy that aligns with the company's overall goals and objectives.
- Collaborating with other departments, such as sales and software development, to ensure content is cohesive and consistent.
- Staying up to date with software technology trends and best practices to ensure the content is relevant and effective
- Communicating and coordinating with CEO and Marketing team develop the complete Content Strategy – Marketing for the organization
- Work with the team and strategize content flow and media distribution across Social Media, YouTube, and other Digital + Physical platforms
- Performing exhaustive research to gain in-depth knowledge of all customer personas
- Performing extensive research and analysis on consumer thoughts and trends
- Creating specifications and content appropriate for the brand's customer personas
- Strategizing content pillars and sub pillars
- Tracking and calculating content ROI Developing content governance guidelines for tone, style, and voice of all content, and ensuring they are followed

User Accounts

Planning

Social Media Marketing

Analytics

Prioritization

Market Research

Content Management

Copywriting

Article (Publishing)

Trend Analysis

Digital Content

Social Media Analytics

Business To Business

Writing

## Languages

Tamil

English

- Ensuring that content strategy meets business objectives
- Strategizing and improving content delivery and promotion
- Analyzing content marketing strategy to evaluate whether it's working or not.
- Measuring the success of the content and making data-driven decisions to continually improve content performance. Content Operations Lead

### Content Operations Lead(WFH), Share Chat, Bangalore

JANUARY 2022 – DECEMBER 2022

- Handling a team of 30 Members Managed Share Chat Community Operations for Four Languages (Tamil, Telugu, Kannada and Malayalam) across 9 categories
- Managed operations for big content providers News 7, Sun Network, behind woods and more than 100 channels.
- Have been in connection with number of influencers who are popular in bringing regional contents to the platform.
- Have Organized number of chatroom sessions that are celebrity held as part of promotional activity.
- Ensured weekly content supply of (>11,000 OGC Content).
- Regular data analysis to increase revenue, create content strategies, and creator specific monthly reports.
- Content Strategies for Hot Spot event like all south Indian Festival Events like Diwali, New Year, etc and also for campaigns and for special events .
- Review short form video content from a diverse set of creators, public figures, and influencers with a focus on digital trends and music culture
- Develop and research ideas for all the upcoming cultural and trending events across diverse spectrum of topics.
- Have Developed strategies and create plans for events and cultural moments.
- Identify and stay updated with online trends that includes cultural conversations and memes
- Collaborate with our product teams to improve user experience in every event.
- Flexible to work
- Conduct simple keyword research and finalize Tags.
- Identify user's needs and gaps in our content and recommend new original Content so as to increase the User Engagement.
- As a part of Market research Analysis- Identify, Capture and showcase the best content from wide range of topics and various other platform, including pop culture, celebrities, comedy, music, sports and food Skills.

### Content Strategist, Bytedance Helo Content Risk Operation, Gurugram

DECEMBER 2019 – FEBRUARY 2021

- Was working particularly for Short video Platform right from content planning, reviewing, analytics, campaign and strategy etc.
- Well versed in handling and overseeing contents from variety of verticals.
- Lead a team of 6 members to create and maintain effective user experiences.

- Looking after the contents so that it doesn't violate the legal issues and also security and cyber security measures.
- Drive increased awareness of self-service content through effective curation and amplification of high impact content
- Develop, improve and ensure achievement of strategic monthly and quarterly goals
- Handled individual projects like User Verification, Hashtag, Trend analysis etc
- Coordinate the prioritization and completion of content escalations and requests
- Experience working in a fast-paced environment with tight deadlines and strong ability to work on multiple projects with competing priorities
- Develop Strategy with specific to cultural and regional requirements.
- Staying updated with the current trend.
- Analyzing the High Value User accounts like Creators/Celebrities. • Analyzing the user account and providing user verification to the user.
- Understanding the cultural needs and plan the contents accordingly.
- Contributing to the community guidelines & policies. • Co-ordinating and collaborating with the team to improve user experience.
- Promoting High Value Creator by setting up of audience on the platform.
- Translate the regional language content for better understanding for the machine learning process.

### **Content writer & Content Manager, Nova Strid, Madurai**

NOVEMBER 2018 – NOVEMBER 2019

- As a Content Manager, was leading and coordinating with the team of 12 members and responsible for the Content Management System.
- Have written and managed contents for industries like IT, safety and security, cyber security, Fashion, Food, Entertainment, Travel, Healthcare, etc
- Ability to understand the need, good at researching, stay updated and produces contents accordingly.
- Conducted extensive research on the Internet to help with providing factual statistics into the articles/blogs.
- Organize collected information into well-written article
- Writes a variety of content for clients' SEO campaigns, including off- and on-site articles, featured news articles, business quotes and press releases.
- Handful of experience in Content Management and also handling Business Communication.

### **Content Editor-Manager, Lifeline InfoTech, Madurai**

FEBRUARY 2014 – MARCH 2018

- Anticipate the needs of clients by providing the best content.
- Provided recommendations for new company website, wrote new content, and edited existing content.
- Have experience in preparing proposals and approaching the clients and convince them for a business deal.

- Have worked on various types of contents like social media contents, website contents, blog contents, product descriptions, and product reviews etc.
- Have worked on number of content writing projects for US and UK clients and all of those articles were published.

### **Content Writer, Edzyme Technologies, Chennai**

JANUARY 2012 – JANUARY 2014

- Capable of producing 100% unique plagiarisms free contents that are publishable.
- Well experienced in writing contents on different niche. • Well experienced in writing product descriptions for the various industries.
- Regularly write for a variety of clients and a multiplicity of industries.
- Effectively communicate with clients. • Communicate professionally on a daily basis with the clients.
- Write quality content for clients from all industries (blogs, articles, website content, social media posts, etc.).
- Submit completed content within strict timeframe.
- Adheres to high standards of quality and style.

## **Education**

### **MBA- HR & Marketing, Sona College of Technology,, Salem**

JULY 2009 – MARCH 2011

### **BA(English Literature), Trinity College for Women, Namakkal**

JUNE 2006 – MAY 2009

### **Secondary Education, St. LFMS Matric. Hr. Sec. School, Tiruchirappalli**

MAY 2004 – APRIL 2005

### **School Certificate, St.LFMS Matric. Hr. Sec. School, Tiruchirappalli**

JUNE 2002 – MAY 2003