

Sushmaa R. Subramanian

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Dynamic Digital Marketer with 3 years of experience in creative Content Writing with excellent communication skills and research abilities. Experience in writing, rephrasing, curating, proof reading and managing content for different platforms across industries. Seeking an opportunity to leverage my expertise in content planning, SEO, social media, and other digital medium to create engaging stories that captivate audiences and achieve remarkable results.

PROFESSIONAL ENHANCEMENTS

- **Canva**-Canva Essentials, Graphic Design
- **Skillshop**-Fundamentals of Digital Marketing
- **Google**-Analytics, AI Powered Shopping Ads
- **Hubspot**-Digital Marketing, SEO, E-Mail Marketing, Content Marketing, Social Media Marketing, Digital Advertising
- **SEMrush**-Competitive Research Workflow
- **Simplilearn**-Linkedin Marketing, Canva for Beginners
- **Inymart Academy**-Masters in Digital Marketing
- **MSME Govt of India** -Professional Content Writer (with Social Media Marketing)
- **Meta**- Digital Journalism

PROFESSIONAL EXPERIENCE

Digital Marketing Executive/ Inymart Digi Solutions/Trichy/February 2024-December 2024

Digital Marketing Intern/ Inymart Digi Solutions/Trichy/November 2023-January 2024

Senior Content Strategist / Brand Brewerz Private Limited / Chennai / June 2023 – December 2023

- Collaborated with cross-functional teams to develop compelling content strategies for clients spanning various industries.
- Developed content calendars and brainstormed content ideas to drive traffic and engagement.
- Crafted persuasive and SEO-optimized copy for websites, advertisements, and social media campaigns.
- Conducted extensive research to remain informed about industry trends and deliver relevant and informative content.
- Managed multiple projects concurrently while consistently meeting tight deadlines.

Major Projects

BrandBrewerz	Website Content	www.brandbrewerz.com
Merly Art Gallery	Social Media	instagram.com/merlysartgallery
MR Hospitals	Website & Blog	www.mrhospitalchennai.com
Indraa Engineering	Website Content	www.indraaengineering.com

EDUCATION

Master of Philosophy – CGPA – 8.0

National College,
Trichy, 2014-2015.

Master of Arts (English) CGPA – 6.97

Bishop Heber College,
Trichy,
2012 – 2014

Bachelor of Arts (English) CGPA – 7.16

Bishop Heber College,
Trichy,
2009-2012.

SKILLS

- Content Writing
- Copywriting
- SEO Optimization
- Editing and Proofreading
- Research
- Content Strategy
- Social Media Marketing
- Time Management
- Communication Skills
- Creative Thinking

TOOLS & TECHNIQUES

- Canva
- Vistacreate
- ChatGPT
- Grammarly
- Rytr
- Writesonic
- BuzzSumo
- Hubspot
- Hootsuite
- MozPro
- Mangools
- SEOSitecheckup
- Ahref
- ScreamingFrog
- Mailchimp

Content Writer Intern / Innovative Infomedia Business Solutions / Chennai / May 2022 – May 2023

- Created engaging and informative blog posts across various domains, including technology, lifestyle, and travel.
- Generated script content for YouTube videos, maintaining a consistent brand voice and engaging storytelling.
- Enhanced video descriptions, tags, and titles to improve discoverability and viewer engagement.
- Collaborated with marketing teams to promote videos through various social media channels.

Major Projects

Veenai Academy	YouTube Channel	youtube.com/@veenaiacademy
Classic Foods	Website & Blog	www.classicfoodsbakery.com
MyLittleMoppets	Off Page SEO	www.mylittlemoppet.com
CEDC Canada	Website & Social	facebook.com/caneduconnect

Freelance Content Writer / Samvn Publications / India / January 2021 – April 2022

- Authored feature articles and editorials on diverse topics, showcasing versatility in writing styles.
- Conducted interviews and research to gather information for in-depth articles.
- Proofread and edited content to ensure grammatical accuracy and adherence to editorial guidelines.

Major Projects

E-Book	Your dream is still alive	https://amzn.eu/d/3hMUUHz
E-Book	குற்றமே தண்டனை	https://amzn.eu/d/hVxgl1R
E-Book	உடன்பிறந்தவள்(ள)	https://amzn.eu/d/aOupze5
E-Book	Good Times & Crazy Friends	https://amzn.eu/d/eh6SDOq

Assistant Professor / MIT College of Arts & Science for Women / Musiri / September 2017 – March 2019

- Teaching: Delivering lectures and lessons, preparing course materials, and evaluating students' performance through exams, assignments, and other assessments

Assistant Professor / Holycross College / Tiruchirappalli / June 2015 – March 2016

- Research: Conducting original research in their area of expertise, publishing academic articles and books, and presenting their findings at conferences
- Service: Participating in departmental and institutional activities, serving on committees, and helping in recruitment and mentor new faculty members

DECLARATION

I declare that all statements made & particulars given above are true, complete & correct to the best of my knowledge & belief.

SUSHMAA SUBRAMANIAN

CONFERENCES

- 2010 - Participated in Outlook 10 – Media Matters
- 2014 - Participated in New Vistas of Research in English Studies, National College, Trichy
- 2014 - Participated in Enlightening the people about the richness of English Language and Literature, Bharathidasan Institute of Technology, Trichy

PERSONAL DETAILS

Date of Birth:
5th July 1992

LANGUAGES KNOWN

Tamil
English

HOBBIES

- Writing short stories and poems
- Reading Novels

REFERENCES

Mr. Nithin Krishna,
Managing Partner,
Brand Brewerz OPC Ltd
8939496844

Merly Dhas,
HR Head,
Innovative Infomedia
Business Solutions,
9790971023

Dr. A Sheeba Princess
Assoc. Professor Bishop
Heber College, Trichy
9940047502

Ms. Marina Brinda Noel
Asst. Professor Holy Cross
College, Trichy
9047159437