



# Sneha Shree

Content Specialist

Scaling new heights of success with hard work & dedication and leaving a mark of excellence on each step; targeting assignments of **Content Marketing/ Technical Content Writing/ Digital Marketing/ Media Planning/ News/ Advertising** with an organization of high repute.

**Location Preference:** Abu Dhabi/ Dubai

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📍 Abu Dhabi, UAE

in <http://www.linkedin.com/pub/sneha-shree/91/61/809>

## PROFILE SUMMARY

- Result-oriented professional with **nearly 6 of experience in Content Development** across News, Advertising and Media Planning domains; comprehensive exposure in content development with skills in preparing content for diverse platforms
- Proficient in multi-tasking different projects and prioritizing against tight deadlines, without losing attention to detail
- Successfully took interviews of Governor of Jharkhand & City Superintendent of Police for All India Radio**
- Played pivotal role during **translation** project of **UNICEF** while working with Alok Bharti; headed team in the execution of radio ads, TV ads, animations and subtitling of an infotainment serial
- Expertise in generating new and interesting **news stories**; investigated for unique, relevant and urgent topics to bring to the public
- Experience in developing a highly effective social media content**, message distribution and engagement platform which diversified the organization's brand messaging channels, increased quality web visits and lead conversions
- Skilled in delivering best SEO practices** in developing technical content in accordance with SEO requirements for better search engine performance
- Thorough relationship builder with strong contacts in media fraternity**; excellent writing skills, communication abilities, networking, computer skills, and time management

## CERTIFICATIONS

- Pursuing Certification Program in DIGITAL MARKETING from Digital Vidya
- Email Marketing Certified by HubSpot Academy in 2019
- Social Media Certified from HubSpot Academy in 2019
- Facebook Marketing Mater Program by Facebook & Digital Vidya in 2019

## WORK EXPERIENCE

➤ **Project Head**  
**Alok Bharti (Advertising Agency), Ranchi, India**  
*Dec'17- Jan'20*

### Key Result Areas:

- Managed social media campaigns and day-to-day activities including online advocacy, editorials, community-outreach efforts, promotions and so on
- Provided clients with information about new promotional opportunities and the progress of current campaign
- Monitored the presence in social networking sites including Facebook, YouTube, Twitter, and other similar community sites, and seeded content into social applications as needed
- Created engaging social media strategies & execution plans that cultivated audiences, increased web presence, and enhanced brand awareness
- Collaborated with internal teams for optimizing content for media campaigns user experience
- Spearheaded development & management of best-in-class content; ensuring optimal delivery to target audiences through appropriate channels for Service Line & Sector teams
- Developed integrated knowledge plans & content strategy in light of strategic business priorities

## CORE COMPETENCIES

Content Design & Development

Planning & Execution

Proofreading

Research and Investigation

Content Management

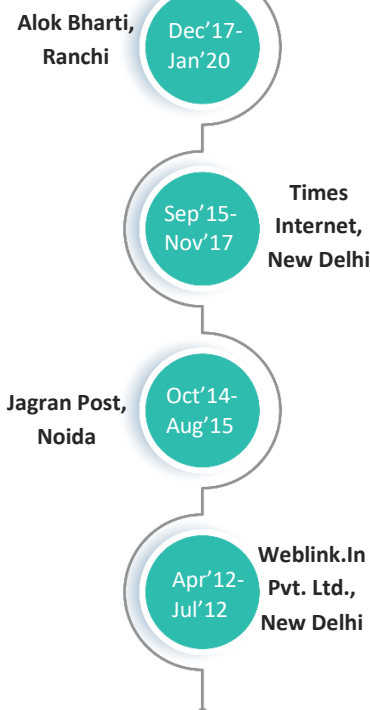
SEO/ Digital Marketing

Media Planning/ Advertising

Content Creation for Website

Content Management System

## CAREER TIMELINE



## Education

### Masters of Arts in Mass Communication

Guru Jambheshwar University of Science & Technology, Hisar  
2018

### B.Sc. in Mass Communication, Advertising and Journalism

Punjab Technical University, Jalandhar  
2012

### Post Graduate Diploma in Journalism (New Media)

Asian College of Journalism, Chennai  
2014

#### ➤ Copy Editor

Times Internet, New Delhi, India

Sep'15-Nov'17

##### Key Result Areas:

- Conducted news writing and editing for Times of India, Economic Times and Nav Bharat Times; researched story's background information to provide complete and accurate information
- Established and maintaining relationships with individuals who are credible sources of information
- Developed content initiatives for video content
- Recorded voice overs for Nav Bharat Times in Hindi Language

#### ➤ Sub-Editor

Jagran Post, Noida, India

Oct'14- Aug'15

##### Key Result Areas:

- Investigated facts, performing research, writing news
- Produced photo news stories for higher engagement

#### ➤ Content Writer

Weblink.In Pvt. Ltd., New Delhi, India

Apr'12 – Jul'12

##### Key Result Areas:

- Developed content initiatives to launch blogs, video content and social media profiles for B2B portals
- Implemented SEO techniques while writing online articles; written numerous articles / SEO articles
- Generated of best-in-class content; ensuring optimal delivery to clients
- Managed integrated knowledge plans & content strategy in light of strategic business priorities

## INTERNSHIP/TRAINING

### Intern

Doordarshan, Ranchi, News & Production Wing

27<sup>th</sup> Jun'11 – 10<sup>th</sup> Jul'11

### Trainee

Big FM, Ranchi

6<sup>th</sup> Oct'10- 20<sup>th</sup> Oct'10

### Intern

All India Radio- News Section, Ranchi

12<sup>th</sup> Jun'10- 25<sup>th</sup> Jun'10

## PERSONAL DETAILS

**Date of Birth:** 30<sup>th</sup> March, 1991

**Marital Status:** Married

**Languages Known:** English & Hindi

**Address:** MBZ City, Abu Dhabi

**Nationality:** Indian

**Passport Number:** P7407067

**Visa Type:** Spouse

**Driving License:** International Driving Permit till 27/01/2021