

RUKKU SUMAYYA

Dubai U. A. E

+971-56-777-6240

rukкусumaiyya@gmail.com

PROFILE

Creative and accomplished content creator with experience working with a different type of websites. A proactive and diligent media professional with remarkable expertise in online, print and visual media industries in the UAE and India. Proficient in rendering creative solutions to clients as per their requirements.

Currently seeking a challenging role and fulltime position as a Communication expert /Content Writer /Journalist/ Social Media Manager in a reputed firm where I can fuel organizational growth.

SKILLS

MS Office

Adobe In Design

Adobe premier (Basic)

STRENGTH

Strong communication and writing skills

Expertise in current social media trends

Optimistic and Hardworking

Dedicated towards the work assigned

Ability to work in a team

EXPERIENCE

Sept 2018 -
Present

CONTENT DEVELOPER / SOCIAL MEDIA MANAGEMENT-
MISTER SHADE ME - SHARJAH, UAE

Mister Shade ME is a leading urban design developer in the Middle East region. The company has other subsidiary firms such as Sabsan Holidays, Mister Idli, Cabins and Shades and Mister Pet.

Role and Responsibilities:

- Writing a multitude of articles and blogs to date for websites and social media channels across diverse industries and topics adhering to style guidelines.
- Handling different social media channels with carefully crafted roadmaps and tactics.
- Creating social media strategies to drive leads to the page.
- Implementing on-page and off-page SEO strategies for the better ranking of the website.
- Performing research, embedding links, presenting succinct and precise information, and communicating effectively with the team.
- Developing quality content for the websites (video and written content)
- Making social media posts for different channels.
- Writing travel, food, and construction blogs, website contents, news stories, and press releases.

July 2017
to Jun
2018

CONTENT WRITER - DESIGN FORT SOFTWARE HOUSE LLC -
DUBAI, U. A. E

It's a company which provides professional digital services to businesses and non-profit organizations, headquartered in Dubai, U.A.E.

Role and Responsibilities:

- Assigned the tasks of writing original content for different sites.
- Responsible for developing content for Internet media communications.
- Handled the task of writing unique titles and descriptions for various web pages.
- Handled the responsibilities of reviewing and editing articles to ensure the quality of the articles.
- Responsible for developing content for brochures and web sales.
- Assigned the tasks of writing quality content for blogs, news stories and press releases.

PERSONAL DETAILS

Date of birth	04 January 1993
Gender	Female
Nationality	Indian
Marital status	Married
Language Known	English and Malayalam
Visa Status	Spouse Visa

PROJECTS

Internship in Times of India for one month

Internship in Jai Hind TV channel for one month

Freelanced in Fashion Magazines

Worked for International Film Festival of Kerala (IFFK), India

College Newspaper as Reporter

Participated in national and international workshops and seminars

Have done celebrity interviews in visual media in Kerala.

Have done a documentary on "risk takers"

Made public service advertisement

Produced news stories and news pieces for visual media

Worked in college radio

Did a podcast of a celebrity singer in Sweden

NMC LICENSED BLOGGER - A DAME'S HANDBOOK (ADAMESHANDBOOK.COM)

A Dame's handbook is a food, travel, and lifestyle website owned and operated entirely by me.

Role and Responsibilities::

- Developing travel, food and lifestyle blogs
- Social media management of A Dame's handbook website (twitter, pin interest, Instagram and Facebook)
- Developing SEO strategies for the website
- A Dame's Handbook has a YouTube version, which features the best restaurants in Dubai. It also has other travel and lifestyle videos.

EDUCATION

2017 Jan – 2017 April	LINNEAUS PALME STUDENT EXCHANGE PROGRAM - LUND UNIVERSITY - SWEDEN
2014 – 2016	MCJ (MASTERS IN COMMUNICATIVE JOURNALISM) – KARYAVATTOM CAMPUS, UNIVERSITY OF KERALA, TRIVANDRUM, INDIA
2011 – 2014	BA IN JOURNALISM AND MASS COMMUNICATION – MAR IVANIOS COLLEGE, TRIVANDRUM, INDIA

DECLARATION

I hereby declare that the details mentioned above are true to my knowledge

Rukku Sumayya
+971 56 777 62 40