



CONTACT

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☎ +971 56 647 7789

🏠 Dubai Silicon Oasis

EDUCATION

MASTER'S IN JOURNALISM AND MASS COMMUNICATION

2015

Madurai Kamaraj University,
Tamil Nadu, India

BACHELOR'S DEGREE IN COMMERCE (B.COM)

2010

Madurai Kamaraj University,
Tamil Nadu, India

BACHELOR'S DEGREE IN BUSINESS ADMINISTRATION (BBA)

2007

Icfai National College,
Bangalore, India

SOCIAL

📷 @rishbuzz

🌐 rishikarnath.wixsite.com
/mywork

RISHIKA RAVINDRANATH

Content Creator | Copywriter

ABOUT

A passionate copywriter & content creator with extensive experience in the lifestyle, fashion, food, health and travel industry. Skilled in various facets of creative projects including publishing, proofreading and writing. Adept at working on multiple projects with immaculate attention to detail. Works well with editorial teams and contributes to valuable content and idea creation.

EXPERIENCE

SOCIAL MEDIA MANAGER

True Image General Trading LLC, Sharjah | April 2018 - January 2020

- Developing and monitoring of the social media strategies of all the brands under the company.
- Manage and oversee everyday social media content and measure the success of every campaign.
- Collaborate with marketing, sales and product design teams on regular basis.
- Increase sales of Dutyfree products through brand awareness and promotions.
- Communicate and collaborate with industry experts and influencers to create a strong social network.
- Ensure social media KPI's are met every quarter.
- Monitor SEO and user engagement and create content optimisation strategies.

CONTENT CREATOR

Be Unique Group, Dubai | April 2017 - December 2017

- Work with clients to create a social media strategy that collaborates with marketing, PR and advertising campaigns planned for the brand.
- Research top influencers, competitors, and trends in clients' industries.
- Responsible for organising shoots, design and management of all social branding assets including social posts, social ads, videos, gifs and other social media creatives.
- Create content plans, campaigns and develop goals and benchmarks to ensure they are met.
- Arrange blogger and influencer meetings that can lead to fruitful collaborations with the client's brand.
- Community management of all client pages.

CREATIVE COPYWRITER AND EDITOR

Clicksco, Dubai | April 2016 - April 2017

- Inception and creation of two projects- www.rovingpanda.com and www.thehealthdigest.org
- Analyze search and big data results using tools like Buzzsumo, Google Analytics, Google Trends, Google Adwords and Google Keyword Planner to consolidate keywords, based on which content is created for both websites.
- Set the language tone for both the websites and research ideas and facts pertinent to the keyword/topic. Compiled engaging titles for each piece of content while keeping appropriateness in check.
- Sourced appropriate illustrations to support the article's content and hyperlinked similar content within the articles in the website to create additional page views.
- Lead a team of 4 content writers and proofread their work to ensure all guidelines are met.



COMPUTER SKILLS

Adobe Photoshop
Adobe InDesign
Adobe Lightroom

PERSONAL DETAILS

DOB : 17th November 1986
Marital Status : Married
Visa Status : Spouse
sponsored residence visa
Driver's License : Yes
Other Interests: Reiki, Yoga &
Photography

REFERENCES

Available on request

WRITER AND EDITOR

Niche Publishers, Dubai | October 2014 - December 2014

- Creating fresh content for the legal magazine, The Oath.
- Editing and proofreading content supplied by legal experts to adhere to the magazine's guidelines.
- Reviewing PR content supplied by law firms and media partners and taking a call on what gets published in the magazine.
- Ensuring accuracy of slugs, headlines, titles, pull-out quotes, page numbers, spine and ad placements before final copy is published.
- Segregating articles that get tagged into main feature story and other titles.
- Working with the design team to ensure design copy is appropriate and appealing and taking complete responsibility for the final published copy.

CONTENT WRITER AND EDITOR

ifood.tv, India | September 2012 - April 2013

- Writing fresh blog copy for the website and reviewing content from associated partners and editing it to suit the website's format. This included categorizing the recipes into relevant tags to accommodate SEO and SEM.
- Promoting the blog and recipe links through social media to get maximum online exposure and increase page views.
- Answering queries posted by users of the website and following up on the same.
- Handling accounts of partners based on verticals and advising them on how to increase online visibility.
- Maintained position of second-in-command to the manager while she was on leave.
- This included reviewing and approving the work of sub-editors and training the new recruits.

EDITOR, QUALITY CONTROL SPECIALIST

Deluxe Digital Studios, Bangalore, India | August 2010 - December 2011

- Reviewing the subtitles delivered to ensure the final product is of the best quality. This required vigilant attentiveness to minute details and glitches that were overlooked during the production process.
- Checking the subtitles of over 35 deliverable languages to ensure that language guidelines are followed to the T.
- Mastering and providing suggestions for the in-house tools available for performing quality checks for subtitles.
- Regulating the communication process between the subtitler and the project coordinator to ensure that no project specific instructions are missed out.
- Documentation of training material, company procedures, products and practises.

SENIOR ADWORDS REPRESENTATIVE

Google India Pvt. Ltd, Hyderabad, India | June 2007 - October 2009

- My core function was to support North American (NA) advertisers in the Online Sales and Operations (OSO) team in India.
- Create and check ad text and content to maintain quality and accuracy.
- Approve or disapprove new and changed ad submissions based on the policy guidelines.
- Optimise keyword lists, ads and PPC campaigns to maximize advertisers' return on investment which in turn increases revenue and sales.
- Track account performance to provide critical account insights through analytics.
- Supporting advertisers with troubleshooting issues related to all aspects of Google AdWords which include ranking, ads quality, billing, performance, account management, website optimisation and other technical issues.
- Provide email and live chat-based customer service to Google's advertisers.
- Provide focused account management services for advertisers.