

YASH RAJAN

PERSONAL DOSSIER

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PROFESSIONAL SUMMARY

3+ years of content writing experience with 1 year of handling social media handles- having digital marketing certification and holding IELTS certificate. Handled branding of Delhi Public School by designing infographics on Canva software for building goodwill image during their crisis management. Wrote interview articles during my tenure with Vidhyarthi Multimedia Publications. Worked on pushing promotional articles on Facebook and Twitter for branding strategy of Ledger Nano S, being a part of client relations team, during my AMBCrypto tenure. Content strategy revolved around attracting attention of target audience through content on Ledger's hard wallet that was planned to be launched with 20% discount, in APAC, on Christmas Eve. Also, handled FB campaign for boosting cryptocurrency adoption in India during the court case with RBI.

PROFESSIONAL EXPERIENCE

Content Associate

Toolagen Technology Services, Bangalore
09/03/20 – 31/08/20 (6 months)

- SEO content .
- Blogs and articles for official website and clients.
- Digital Marketing on different social media platforms.
- Amazon A+ Content for clients.
- Designed entire content for new Toolagen website using Neve Wordpress theme - Content Management System

Content Writer

AMBCrypto, Bangalore
06/05/19 - 15/01/20 (8 months)

- Blogs about developments in the blockchain industry.
- Promotional articles about the latest conferences.
- Interview articles of influencers from the crypto ecosystem.
- Technical articles about transactions in the crypto market.
- Writing white paper press releases.
- Editing and updating the press releases of business partnerships.

Content Writer

Vidhyarthi Multimedia Publications, Indore
01/06/17 - 30/04/19 (1 year 11 months)

- Motivational stories for students.
- Interview articles of recently graduated engineering and medical students.
- Essays based on remarkable moments and special days.
- Research-based reports of latest trends in the Indian educational system.
- Proof-reading promotional articles.

LANGUAGE PROFICIENCY

- Scored 6.5 overall band in International English Language Testing System (IELTS).
- Won third prize in the Reader's Digest-All India English word making competition.

EDUCATIONAL CREDENTIALS

School/ Institute Name	University/ Board	Degree	Year of Passing	Percentage / C.G.P.A.
International Institute of Professional Studies	Devi Ahilya Vishwavidyalaya	Master of Business Administration (Advertising and Public Relations)	2019	7.10/10
Shri G. S. Institute of Technology and Science	Rajiv Gandhi Proudयोगiki Vishwavidyalaya	Bachelor of Engineering (Biomedical Engineering)	2017	6.14/10
Atomic Energy Central School, Indore	Central Board of Secondary Education	12 th	2012	64.60%
Atomic Energy Central School, Indore	Central Board of Secondary Education	10 th	2010	9.00/ 10

ONLINE CERTIFICATION COURSE

Organization Name	Job Title	Issued: January 2020
MICA and UpGrad	PG Certification in Digital Marketing and Communication	No expiration date

SCHOLARLY ACHIEVEMENT

Conference Name	Research Paper Title	Conference location and dates
IEEE International Conference on ICT in Industry, Business and – Government	"Satyaapan - Novel Technique for Identification using Biometric Data" (IEEE Xplore Digital Library DOI: 10.1109/ICTBIG.2016.7892697)	Location: Shri Aurobindo Institute of Technology (SAIT), Indore Dates: November 18 and 19, 2016

INTERNSHIP

Name of Organization	Job Title	Duration	
		From	To
Bhabha Atomic Research Centre, Mumbai	Bone densitometer system	May 16, 2016	June 27, 2016