**LIPSA SAHOO**

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**Profile Summary**

* A self-motivated and focused technical professional with 6 years of experience in technical writing that includes both internal and user-facing documentation.
* Leverages background in computer application to understand the software products/processes and write for highly technical audiences.
* Ability to work as an individual contributor as well as a team leader.
* Excellent knowledge of Card/ Banking domain.
* High grasping power with ability to learn new technologies and tools.
* Passionate about training and mentoring team members.
* Versatile team player with excellent communication, analytical & problem solving and interpersonal skills.
* Seeking opportunities with an organization of repute preferably as Technical Writer, Copy Writer/Editor, Technical Communicator or Information Developer in a Product Development Company.

**Technical Proficiency**

* Confluence, Microsoft Word, Oxygen XML Author, DITA, Arbortext Editor, SnagIT, Adobe Acrobat Professional, Captivate, XML, HTML.

**Academics, Trainings & Certifications**

* Master of Computer Application from Regional College of Management, Bhubaneswar, Orissa in 2006 with 8.22 CGPA.
* Bachelor of Science from Kamala Nehru Women’s College, Utkal University, Bhubaneswar in 2003.

**Experience Details**

**Netcracker Technology, Pune Technical Writer Feb 2020 – Till Date**

**Role & Responsibilities:**

Responsible for updating technical documents like user guides, administrator guides, intsallation guides, etc., feature documentation in Confluence, documentation estimation, and involved in discussion with client.

**Cognizant Technology Services, Pune Senior Technical Writer May 2019 – Feb 2020**

**Role & Responsibilities:**

Technical writing, and technical documentation of Standard Operating Procedures of one of the prestigious Financial company. Good proficiency on Promapp, Snagit.

**MasterCard Technologies Pvt. Ltd., Pune Associate Technical Writer Aug 2015 – May 2019**

**Role & Responsibilities:**

* Technical writing, content writing and technical documentation, creative web content writing. Good proficiency in Oxygen Authoring Tool, DITA, XML, HTML, Adobe Acrobat Professional, Arbortext Editor, Snagit.
* Working on agile model, information gathering, time-lined based content development, content developing, copy editing, and course development.
* Expertise in Payments/ Cards domain.
* Adept in all phases of Document Development Life Cycle (DDLC) and in-depth knowledge of Software Development Life Cycle (SDLC) including Waterfall and Agile methodologies.

**Honeywell Automation Pvt Ltd, Pune Technical Writer Aug 2013 – Jul 2015**

**Role & Responsibilities:**

* Was the only Proof-reader/ Editor/ Technical Writer, in a team of 25-30 Automation Engineers
* Was responsible for proofreading and making necessary corrections in the technical course materials as per the style guides, and ensuring the formatting accuracy.
* Developed courses using tools like Articulate and Captivate. Was responsible for delivering error-free, consistent courses materials to the clients across the world.

**LEO Technosoft Pvt Ltd, Pune Web Content Writer Jan 2009 – Mar 2010**

**Role & Responsibilities:**

* Was responsible for writing keyword rich content for websites, landing pages, email templates, articles, and press releases, enhancing the exiting content, building new web copyright content, editing and writing for email marketing campaigns for SEO.
* Bookmarking, blog comment posting, participating in forums and Social Media Marketing, other media marketing (radio and online marketing) campaigns, etc.
* Assisting in implementation of SEO/SEM strategies that includes building web pages, keyword rich content development and generating Meta data, Title tag, etc.
* Identifying the USP of the competitive websites (services/products), identifying the target audience accordingly, listing the sites where the target audience is present, monitoring the content distribution in the relevant blogs/groups/forums/communities for creating online buzz, and monitoring, analyzing the campaign and implementing the necessary changes if required.
* Email Marketing: Creating newsletters, email marketing content (with the help of designing team). Email id list extraction. Setting up the campaign, defining date and time of shooting mail with corresponding newsletter. Tracking and analyzing the campaign results and implementing the required modifications.
* Viral Marketing: Participating in Forum discussions, and blogging.
* Research and Analysis: Market research to create a blueprint of the project as per: Project specifics, target audience, and competitors' analysis.

**Madhu Online Services Software Development Executive Sep 2008 – Dec 2008**

**Role & Responsibilities:**

* Developed UI and back for an Inventory Maintenance Application.
* Involved in software development, coding for the front end and back end. Creating the master databases.

**Abhinav Infosol Pvt. Ltd, Pune Trainee Software Developer Jul 2007 – Dec 2007**

**Role & Responsibilities:**

Successfully completed the internship training on J2EE and worked on the following in-house projects:

* Airnet Online Connection: Front-end designed using HTML and JSP using Dreamweaver. Back end was created using SQL Server 2000. My role was database designing, analysis of the project and coding using JavaScript, Jsp, and Servlets on NetBeans 6.0. Report generation at various stages of the project using Crystal Report.
* (PMS) Project Management System: Front-end was designed using HTML and JSP. Back end was created using SQL Server 2000. Had worked on the prototypes of the project using JDBC, JSP, Servlets and JavaScript.

**MPHASIS an HP Company, Pune Customer Care Executive Oct 2006 – Jan 2007**

**Role & Responsibilities:**

* Customer Care representative for inbound calls.
* Provided Customer Car Insurance details and related services.

**Trainings & Certifications**

* Software Testing Training with a premium institute in Pune, Training includes Manual Testing, Automated Testing using tools like Win Runner, Load Runner, Test Director, Silk Director, QTP, and two live projects.

**Personal Details**

* Date of Birth : 14th October 1981
* Languages Known : Hindi, English, Oriya