### Guncha Kishore

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# PROFESSIONAL SUMMARY

**TECHNICAL CONTENT WRITER**

**Well-qualified and result oriented technical content writer and branding specialist with 2 years of successful experience in creating compelling online content to increase user engagement in the** **IT industry. Top performer with a proven track record of consistently meeting or exceeding employer’s expectations. Skilled technical content writer with 1 year of experience in developing content for websites, and building content on multiple platforms with reputed organization, Soft System Solution. Having industrial exposure of 7 months working as a technical content writer with DevelopTech IT Solutions Pvt. Ltd. and 7 months of experience as a technical content writing and marketing & branding professional for various IT products with Ablysoft Pvt. Ltd. Team player with polished interpersonal skills and presentation abilities. Proficiency in writing Press Release, Blogs, Descriptions, Commercials, Articles and creating content for platforms like Quora and Reddit.**

# CAREER EXPERIENCE

#### Ablysoft Pvt. Ltd., Mohali Dec 2019- Present

* Research industry-related topics (combining online sources, interviews and studies).
* Write clear marketing copy to promote our products/services and prepare well-structured drafts.
* Proofread and edit blog posts before publication.
* Writing grammar and plagiarism free content for products and services.
* Coordinate with marketing and design teams to illustrate articles.
* Conduct simple keyword research and use SEO guidelines to increase web traffic.
* Identify customers’ needs and gaps in the content and recommend new topics.
* Ensure all-around consistency (brand positioning, tone, and target reader).
* Update website content as needed and deliver commercial content requirement, when required.
* Interview industry professionals and incorporate their views in blog posts.

#### Soft System Solution Pvt. Ltd., Mohal Oct 2018 –Nov 2019

* Conduct extensive research to produce engaging web based content.
* Add to creative and strategic ideas for online marketing initiatives.
* Draft and edit assigned blogs, talking points, and press releases
* Utilize industry and organizational knowledge to develop ideas and produce content
* Adhere to SEO guidelines and produce content for social media posts
* Produce errors and plagiarism free content

**DevelopTech IT Solutions Pvt. Ltd., Mohali Mar 2018- Sept 2018**

* Develop and produce technical content that meet the highest quality standards.
* Produce content for Websites, Press Release, Blogs, Guest posts, and Articles.
* Conduct research and required due diligence for information and related literature on the assigned topic
* Consistently brain-storming and collaborating with multiple teams for new ideas and strategies
* Develop content in alternative media forms for maximum usability, with a consistent and cohesive voice across all documentation

# EDUCATION & PROFESSIONAL DEVELOPMENT

**Master of Commerce (M.Com with Distinction)**  **July 2014 – Dec 2016**

* Punjabi University, Patiala

**Bachelor of Commerce (B.Com)**  **April 2011 – Mar 2014**

* Panjab University

# TECHNICAL SKILLS

* Excel, Word and PowerPoint
* HTML (basics)
* Google Docs

# BEYOND CURRICULUM

* Actively participated and won numerous accolades in sports, singing, drama, dance, quiz and paper presentation
* Contributed as Proctor of the college organizing committee of cultural club- conflation club in Punjabi University, Patiala
* Worked as representative for “WE INITIATE” an NGO based in Chandigarh in Dec 2015.
* Participated in district level badminton tournament held in Chandigarh, secured third position.

# REFERENCES

* Available upon request