



SWETHA RAMESH

DIGITAL CONTENT DESIGNER

CONTACT

 swetha.ramesh01@gmail.com

 +1 236-818-3394

 Vancouver, Canada

 www.swethar.com

EDUCATION

Master of Mass Communication

Nanyang Technological University, Singapore

2019 - 2020

BA Hons Communication & Media

University of Leeds, UK

2013 - 2016

SKILLS

Content strategy

Copywriting

Brand marketing

Integrated communication

TOOLS

CMS

HubSpot, WordPress, Webflow

SEO

Semrush, Ahrefs

Design

Figma, Canva, Sketch

SOCIAL ENGAGEMENT

Volunteer for TED x NTU

Communications Team

Research Assistant at NTU

Study on Immigration Population in Singapore

Student Ambassador & Course Rep

University of Leeds

WORK EXPERIENCE

Dynamic and globally seasoned content marketing specialist with 6 years of experience in diverse sectors including technology, media, and workforce solutions. Proven track record in creating compelling content, managing cross-functional projects, and promoting brand identity across digital platforms. Adept at translating complex technical topics into engaging stories. Eager to bring a boundless yet inclusive approach to storytelling in my next opportunity.

Content Marketing Specialist

August 2023 - April 2024

Browse AI, Vancouver

- Developed and executed a comprehensive content strategy, boosting audience engagement by up to 45%, and established a content calendar that facilitated seamless collaboration from concept through analysis.

- Revamped Browse AI's marketing presence with SEO-optimized landing pages and refined use cases for varied segments, demonstrating expertise in turning complex technical topics into attractive content.

- Enhanced cross-departmental collaboration by leading the development of essential marketing assets and adopting AI and automation to refine content creation and marketing processes, showcasing a commitment to high-quality, consistent communication efforts.

Content Marketing Specialist

January 2021 - August 2023

Prosperix, Las Vegas (Remote)

- Set up end-to-end content strategy for sales and marketing collateral, enhancing brand presence and engagement across digital platforms, including the management of social media accounts for Prosperix and its leadership.

- Directed the content production for RFP responses across multiple sectors (finance, technology, FMCG), illustrating versatility and the ability to drive business growth through targeted communication strategies.

- Championed employee engagement initiatives, introducing innovative communication channels and wellness resources, which culminated in a 40% increase in cross-functional interaction and team cohesion

Content Writer & Project Assistant

April 2018 - June 2019

SolutionsE9 Technologies, Bengaluru

- Secured and supported projects totaling over £1M through the creation of compelling RFP responses and project documentation, highlighting strong project management and technical writing skills.

- Recruited and led a multidisciplinary development team, improving team efficiency by 30% and fostering a collaborative work environment that boosted productivity and morale by 20%.

- Streamlined internal processes and assumed additional roles in HR and client management, achieving significant cost savings of £20k for the company.

Creative Writer (Stage II)

October 2016 - March 2018

LZine Technologies, Bengaluru

- Engaged a daily audience of 503k+ organic followers on LZine's Facebook page, demonstrating expertise in social media content creation and management.

- Elevated LZine's brand visibility in India and UAE through end-to-end website content management and the production of diverse content forms including blogs, social media posts, and technical content for in-app communication.

Reporting Intern

July 2013 - July 2016

RT UK, The Hindu, NDTV, Gulf News