

# Gayathri Sasibhooshan

Content Strategist & Social Media Manager

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## Work History

### Sr.Content Writer

[DeviceDriven / Analyse Digital](#)

Mar 2014 - Present

- Providing daily supervision & execution of client campaigns in the real estate, healthcare, hospitality & e-commerce industries, through social media channels, blogs & newsletters, community management and digital public relations.
- Working closely with the Content team to ensure consistency & accuracy of messages and also with the Analytics team to monitor the effectiveness & extent of the campaigns.

### Freelance Writer

Multiple Companies

Jul 2013 - Feb 2014

- Generated SEO-optimised content for national & international B2B & B2C websites on topics varying from parenting and healthcare to lifestyle and cosmetics.

### Content Strategist

[SaltMangoTree Creative Communications / The Links \(India\)](#)

Dec 2012 - May 2013

- Strategised for clients' online campaign and brand development and managed content for their social media channels and online contests.
- Worked with the in-house team to develop a content style guide for the company's re-branding.

### Reporter

[The Times of India](#)

Jul 2011 - Aug 2012

- Wrote more than 120 by-line worthy articles on (but not limited) to culture, art, youth, fashion, tourism & history, which appeared on Times of India city & national editions.
- Interviewed multiple government officials, celebrities, social activists and historians & also worked as a photo journalist on several articles.

## Education

### Master of Mass Communication (Journalism)

[Symbiosis International University](#)

2009 - 2011

### Bachelor of Arts (English Literature)

[Mar Ivanios College](#)

2006 - 2009

## Technical Skills

### Content Management Tools



Microsoft Word & PowerPoint, Adobe Photoshop

### Social Engagement Tools



HubSpot, Hootsuite

### Project Management Tools



Trello, Redmine, Asana