

WRITER POOJA DUBEY

BUSINESS & MANAGEMENT CONTENT SPECIALIST

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EXPERIENCE

As An Entrepreneur
2010 - 2017

Writer, Editor, and Trainer

Writing, Editing & training freelance writers on writing skills for own brand named 'Alwrite Consulting'
Experience of creating most types of contents for corporate, personal brands, and individuals including website content, business case studies, research reports, technical whitepapers, training module content, magazine articles, and marketing content
Done editing for book authors, website owners (rewriting), bloggers (editing), training academies & institutions, and individuals for profile revisions
Provide training to individuals (online sessions), college or institute students (Tie-ups and Workshops) and Corporate (Business Writing & Communication - Corporate Training)

Clients: PRICEBABA, ENLITENIT, GLOBEIT, YUPS, NETMONASTERY, READNSURF, BIZPROSPEX, CAREERGUIDERS

Indovision (Samsung)
2016

Data Analyst - Senior Executive

Data analysis, management, identification and reporting, project management documentation, and interdepartmental coordination for project risk mitigation.

Additional Projects: VBA Macro Development Assistance

HCL Infosystems Ltd
2008-2010

Sales Account Manager - BD

Responsibilities included Lead generation, business development, customer relationship management, research, marketing, tender management, project management, project data analysis, channel partners relationship management, complaint resolution, and MT training.

Additional Projects:

"Customer Infrastructure - Opportunity Gap Analysis of BFSI", (2009) focused on key BFSI customers
Training of Management Trainees on Business Processes and Business Research

AIS
2007-2008

Area Manager - Marketing

Responsibilities included monthly reports, research, MIS data presentation, TQM planning for marketing department, credit control, bank discounting management, project planning, project requirement gathering, dealer studies, import data analysis, marketing, project management, complaint resolution, and MT training.

Additional Projects:

"Impact of Glass Import on Indian Market," for Indian Government proposal

Alwrite Consulting - OWN
BRAND
2016 - 2017

Experience as a Trainer

Provided training to students through tie ups with institutes like Atlanta Computers, Sheetal Academy, and Speakwell Academy.
Conducted workshops on writing and communication skills for women entrepreneurs and ITC trainers
Corporate Trainings done on business communication & technical subjects for Bizprospex, Indianet Marketing and Diligent Power

Woman Power - OWN
BRAND
2012 - 2016

Experience as a Writer

Provided website content writing services to over 50 companies including blog writing, article writing, and copywriting services. Provided training module content writing and editing services to corporate and institutes like TISS and Radius Knowledge Labs.

Experience of other forms of writing - Technical writing (Case studies for EnlitenIT & Netmonastery), Academic Writing (Thesis and Research Reports for Globe IT Solutions & Educrusade), and Article Writing (Magazine - AutoExpo, Blogs - LivinginWellbeing & EnlitenIT)

Provided editing services to book authors on self help subjects and individuals for profile upgrades

AllAcumen - OWN BRAND
2010-2012

Experience as a Researcher

Conducted researches for individual company and freelance assignments including research planning, research plan execution, questionnaire design, interview, data analysis (SPSS), and research report writing

EDUCATION

ICTM, Pune
2005-2007

PGDM - Marketing & IT

Projects - Brand Rationalization - Internal Business research; Sales Training Module - Internal Staff Training Content

GHRCE, Nagpur
2001-2004

B.E. - Electronics & Telecommunications

Projects - Trans-receiver kit, Image processing software development for ISRO

EXPERTISE

Academic Writing
Content Writing
Blog Writing
Technical Writing
Training Modules
Book Editing
Online Training
Corporate Training

Other Areas of Knowledge & Experience:

Graphic Designing
Digital Marketing
Data Analysis - Excel, SPSS
Market Research
Website Development - Wordpress
Script Writing - Screenplay
Photography - Portrait & Nature