



NASRATH BEGAM T

CONTENT SPECIALIST/SOCIAL MEDIA MANAGER

PROFESSIONAL SKILLS

- Original and persuasive content
- SEO based contents
- Social media marketing
- Time management
- Communication
- Quick Learner
- Goal Oriented
- Mentoring
- Change management
- Talent acquisition

CONTACT

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Villa No: 105 Al Majrrah Street,
Muroor, Abu Dhabi UAE

Visa Status : Visit Visa (can be transferrable)


LINGUISTIC PROFICIENCY

- English
- Tamil

PERSONAL INTEREST

- Story writing
- SMM
- Managerial skills

SOCIAL

 /in/nasrath-begam-930a20121

 @the_dailylights

OBJECTIVE

Strategic and innovative HR fresher who can translate business vision into HR initiatives that improves performance, profitability and growth of the organisation. A genuine influencer who thrives on tough challenges and converts vision into actionable, value added goals.

WORK EXPERIENCE

TOTAL EXPERIENCE - 3 YEARS (*)

COPYWRITER AND SOCIAL MEDIA SPECIALIST

Mohsha Digital Solutions | Currently Working

- Increasing brand awareness through the effective use of social media platforms.
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities.
- Responsible for bringing social media initiatives through project management, content creation, excellent copywriting, social monitoring and reporting on effectiveness of strategy.
- Analyzing engagement data, identifying trends in customer interactions and planning digital campaigns to build community online.

SENIOR CONTENT WRITER AND SOCIAL MEDIA MANAGER

Car Analytics | Nov 2020 to Jul 2021

- Create digital content that provides information or showcases the products or services we (car analytics) offer.
- Revising content whenever customers or clients request changes.
- Conducting research on any given topic. Creating content that drives actual sales or conversion.
- Helping create style guides or suggesting changes to ensure content is consistent and clear.
- Proofreading the content for better quality.

FAULT MANAGEMENT ENGINEER

UST Global Services - Nokia | Aug 2018 to May 2019

- Monitoring network from NOC location.
- Maintaining network uptime by ensuring that faults are effectively resolved within the shortest period of time.
- Directing and coordinating with the field team to carry out corrective/change activities on site in case field support is required.
- Undertaking fault rectification.

FREELANCE WRITER

- Has been a freelance writer for an year writing website and social media contents.
- Has been a virtual social media assistant as a freelancer.
- Has coached 10+ students with my social and copy skills.

EDUCATION

MASTER OF BUSINESS ADMINISTRATION - HRM

St Joseph's College, Tiruchirappalli | 2019 - 2021

B.E - ELECTRONICS & COMMUNICATION ENGINEERING

*K Ramakrishnan College Of Engineering, Tiruchirapalli |
2014 - 2018 | GPA 7.54*

HIGHER SECONDARY CERTIFICATE

*Savitri Vidyasala Hindu Girls Higher Secondary School,
Tiruchirappalli | 2012 - 2014 | Percentage - 87%*

SECONDARY SCHOOL LEAVING CERTIFICATE

*Christ The King Matriculation Higher Secondary School,
Kumbakonam | 2011 - 2012 | Percentage - 92%*

CO - CURRICULAR ACTIVITIES

- Attended workshop on the topic SURFACE COMPUTING at PSG College Of Engineering.
- Attended an inplant training on PIC micro controller.
- Participated in a paper presentation on the topic carbon nanotubes conducted by CARE Engineering College.
- Presented paper on the topic SMART INCUBATOR in an international conference conducted by K.Ramakrishnan college of Engineering.

EXTRA - CURRICULAR ACTIVITIES

- Won 3rd place in a panel discussion based on union budget-2018.
- Won 2nd prize in nail art competition held on women's day.

PROJECT

- Done a project on Temperature monitored ZIGBEE based incubator.
- Done a project on employee absenteeism.

DATE :

PLACE :

(NASRATH BEGAM)