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Summary

I have spent the last 6 years of my career gaining an 'on-the-job' ground-level understanding of Content Creation and Copy Writing techniques for multiple platforms, varied demographics and differing expectations of returns. I like to believe that I have a great understanding of the client's needs and am able to adapt as the situation requires me to be. I work well the large teams, have received recognition and appreciation for my work ethic and dedication to quality, by my peers, seniors and juniors alike.

Experience

Senior Content Writer

CloudZenix LLC - Aug 2022 - Present

Helping in the formation of the Marketing and Content Teams, with setting up organisational processes and standard operating procedures. Setting up production pipelines, and contributing to revamping of website and digital presence. Evaluating targets, setting up ROI expectations on Ad Spends, working with the upper management to develop a brand voice, improving efficiency of the content production and setting a standard for content quality that represents the brand.

Consultant Content Specialist

Self Employed - Aug 2021 - Present

Am with multiple clients helping them with copywriting and content writing duties and strategy for social media and SEO requirements. With Freelancing being a more flexible opportunity, have worked with clients from various industries, like IT, SaaS, Educational Institutes, Web3, Crypto Gaming and more.

Content Quality Control Specialist

Trupp Global Technologies Pvt Ltd - Sep 2020 - Aug 2021

Responsible for the quality and authenticity of the content for the client "Crunchbase" in the Venture Capital and Start-up Eco-System across the world, ensuring that the content meets the client's standards both in its presentation, messaging, and authenticity of the sources for the information.

Ensure the content for the new profiles being added on the platform meet all the necessary requirements and are presented in a short and crisp manner for the end user.

Assistant Manager – Content and Communications

Chaitanya India Fin Credit Pvt Ltd - Feb 2019 - Mar 2020

Led the newly formed Content & Communications Department with key responsibilities to increase the information exchange between the many teams within the company spread across the country, using

instructional videos, teleconference set up, virtual town halls, newsletters, social media and more. Helped HR Training teams in preparing video instruction modules for their training program of new staff and up-skill seminars of existing employees. Interviewed key personnel for testimonials, instituted the culture of accepting video as a tool to welcome the fresh employees and help them understand the work culture. Used video as a tool for brand identity on social media. Established the idea of having an all company staff town-hall by using broadcasting tools and video streaming techniques to reach even the most remote branches of the company. Ideated, Scripted, and animated short informative clips to be shared on WhatsApp among the remote village public about the advantages of formal banking systems and financial inclusion. Developed the new website from ground up, (including the photographs on the website) to include strategic, marketing & statutory necessities and give the best presentation for prospective customers, investors, and regulators. Prepared the Annual Report of the company that is presented to RBI, SEBI, Shareholders and Partners of the company. Established the ground rules for the Social Media presence of the company across all media, based on key branding requirements and feedback using Google Analytics and other Social Media performance tracking tools.

Content Writer

Prime Focus Technologies - Aug 2017 - Jan 2019

Worked with the streaming wing of the Viacom18 Network "voot.com" as the client, in converting their broadcast content to be streaming ready, establishing the key storylines to highlight, episodic titles, social media readiness, thumbnail preparation to increase click rates, SEO optimised content and metadata. Received Excelsior Extra Punch Award for turning around an extremely time sensitive unexpected increase in the workload. (a live telecast of celebrity cricket tournament was made streaming ready the next day). descriptions improving SEO for the video content, giving concise and valuable messaging to generate interest about the episode and improve clicks.

Assistant Director

Feature Film - Sep 2016 - May 2017

Director for the Background Action of the feature film. Led the Casting Department for secondary actors and background actors for the entire feature. was key member in script checking, storyboarding, editing promotional material, on set and pre-production photoshoot, assistant to the on-set script supervisor, coordination with the camera team and set designer. Assisted the coordination for makeup and costuming team.

Skills

Photography • Social Media Marketing • Content Strategy • Video Editing • Social Media • Software Engineering • Programming • Research • Editing • Cinematography • Copywriting