

Ananth S Giri

Summary

As a progressive professional with experience in both technical and non-technical writing, I am driven by the pursuit of innovative solutions to business challenges. My success in content writing stems from strong skills in social media, writing, proofreading, content marketing, and collaboration. I believe fresh perspectives and new techniques are key to business growth and evolution.

| Skills In | Till Now Written | Awards and Recognition |
|---|---|---|
| Blogs Creation of Courses E-book Ad Copies Copywriting Digital Marketing (SEO, SEM, PPC, Ad Campaigns, Google Analytics, Google AdSense, Email Marketing, Advertising, Web Analytics, and Infographics) Social Media Marketing (Facebook, Instagram, LinkedIn, Twitter, Quora and Reddit) | 350+ Blogs Published 170+ Articles Published 8+ PR Published 500 Pages Website Content Written Maintained 26 Social Media 100 Video Scripts Written 50 PR Articles 45 Webinar Content 150 Each Quora and Reddit 2000 Social Media Posts | NCC - Rifle Shooting - State NCC - C certificate (A grade). Inter-college Violin Competition: 2nd Prize. Junior All India General - Competition - 2008 - Distinction. Fencing - Junior & Senior State Championship. Certificate in Nationwide Cancer Control Programme. Guest Lecturing at PES University Best Performer Award - Verzeo |

Contact:

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Work Experience

Content Writer at Invensis Learning

14th Nov 2022 - Present

Content Writer at Verzeo

1st July 2021 - 13th November 2022

Duration - 1 year 3 Months

Marketing Executive & Content Writing Intern at Digital

Webies Duration - 3 Months

Insurance Analyst at Gallagher

Duration - 3 Months

Education

IIM Vishakhapatnam (PGCP) - Digital and Social Media Marketing (Completed year 2024)

P.E.S University, Bengaluru - MBA in Marketing & Supply Chain Management (2021)
CGPA - 7.26

Seshadripuram Institute of Commerce and Management (2017)
Bengaluru — *Degree in Accounting - B.com*
B.com Percentage - 65%

Sri Vidhya Mandir (2012)
Bengaluru — *10th Standard & PUC*
10th Percentage - 59.6%.
PUC Percentage - 75%

Projects

Digital and Social Media Marketing Project Presentation on Tech-Savvy Brand

Study Factor Influencing Cold Chain Perishable Products in Supermarkets in Bengaluru.

Languages Known – Kannada, Telugu, Hindi, and English

Portfolio

| | Company | Type | For | Link |
|----|---------|--------------------------|----------------|---|
| 1. | Verzeo | Social Media - Instagram | Chef on Dial | https://www.instagram.com/chefondial/ |
| | | | The Intellibox | https://www.instagram.com/theintellibox/ |
| | | | Smart Knower | https://www.instagram.com/smartknower/ |
| | | | Clevernist | https://www.instagram.com/clever_nist/ |

| | | | | |
|--|--|-----------------|---|---|
| | | | Immensphere | https://www.instagram.com/immensphere/ |
| | | | In House | https://www.instagram.com/verzeokids/ |
| | | | Studique | https://www.instagram.com/studique_/ |
| | | | Hottouch | https://www.instagram.com/chimneyhottouch/ |
| | | Website Content | Hottouch | https://hottouchkitchen.com/ |
| | | | Immensphere | https://immensphere.com/ |
| | | Blogs | For the company Verzeo I had written approximately about 247 blogs, but these are deleted now as the company is shutdown. | |

| | Company | Type | For | Link |
|----|-------------------|--|-----------|---|
| 2. | Invensis Learning | Social Media – Instagram LinkedIn Twitter Pinterest Quora Medium | In House | https://www.instagram.com/invensislearning.official/ |
| | | | Edstellar | https://www.linkedin.com/company/edstellar/posts/?feedView=all |
| | | | | https://x.com/edstellarglobal |
| | | | | https://in.pinterest.com/edstellar_solutions/ |
| | | | | https://www.quora.com/search?q=Edstellar |
| | | | | https://medium.com/@marketing_43812 |
| | | Website Content | Edstellar | https://www.edstellar.com |
| | | Blogs | Edstellar | https://shorturl.at/aNnG2 |