

LIPSA SINGH

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PROFILE SUMMARY

Enterprising, goal oriented professional backed by an enriched 5+ years of experience working as a Senior Writer and Strategic Content Developer at Aquent Studios and TCS, a Creative Content Strategist in Proye Design and an Product Merchandiser in Aditya Birla Fashion & Retail Limited). Team player, quick learner, backed by good interpersonal skills. Looking for Strategic content development roles.

PROFESSIONAL EXPERIENCE

[Transcend Creative Services/Aquent Studios \(Sep 2021 - Present\)](#)

Senior Content Writer - Microsoft

- Responsible for creating help articles for **Skype for Business, Hotfix and Microsoft Security Update**
- Updating and improving existing content, develop new content, and ensure the content that adheres to **Microsoft's content standards**, principles and style guides
- Updating content for **SEO** (keywords, title, header, and metadata description)
- Demonstrating an understanding of a specified software product and writing the information for a variety of audiences and purposes
- **Developing and testing** user scenarios that show how to use the product being documented.
- Creating product documentations by leveraging **GitHub and C3** tools

[Tata Consultancy Services \(Sep 2018 – Sep 2021\)](#)

Senior Content Writer – Cisco

- Curating **educational content** for NetAcad/SkillsForAll (**e-learning platforms**) that provide training programs to learners, employment partners and communities remotely
- Authoring concise and engaging content for courses, career paths, quizzes and forms for the educators and students on both the **e-learning platforms**
- **Collaborating** with UX/UI designers, developers, testers and client partners to discuss new ideas and implementing them to improve the user interface of the sites

Strategic Content Developer - SAP

- Technical documentation writing for **SAP S/4 HANA systems, SAP Cloud & OP platforms** and documentation process required by SAP's customers
- Planning, researching and writing documentation for **help, user guides, UA dashboards and other SAP portals**. Also **defining terminology** that conform to SAP's standards
- Validating documentation, getting approvals from respective POs and running specified content in the applications before uploading them on the **Ixiasoft DITA CMS tool**

Website Content Writer - Yellow Pages, Canada

- Working closely with web developers, SEO and SEM team for better clarity in building **website**

content which is SE-friendly, optimized and reflect the values and business of the client

- Building **one-page websites, Netsyncs and landing pages** for the Canadian local businesses to ensure their products and services reach the right targeted audience

Proye Design (Mar 2018- July 2018)

Creative Strategist & Content Developer - Marketing & Social Media

- Working directly with the clients to understand their requirements and consequently helping them bring their ideas to fruition with **advanced and customized solutions**
- Collaborating with **web, multimedia, or art design staffs** to create multimedia web sites that conform to brand and company visual format
- Developing **social media strategies** (Facebook, Twitter, Instagram, Pinterest, Blog & Website Content Writing) for maximum leads generation
- Conducting **market research, generating leads** & formulating a growth strategy for the organization
- **Measuring the effectiveness** of marketing, advertising and communications programs

Aditya Birla Fashion & Retail Limited (Jan 2015- Feb 2018)

Product Merchandiser- Marketing & Merchandising

- Working closely with various International Buyers & buying houses to understand their requirements and **plan merchandise** for the distinct seasons that fall under the fashion calendar
- **Monitoring all the merchandising activities** starting for brands like Mark & Spencer, Eden Park, Aigle, Brothers & Sisters GmbH, Tom Tailor
- Creation of **Product Lifecycle Management (PLM), Bill of Materials (BOM)**, uploading the individual order status in **SAP and Fast react** and also with Buyer's channel
- **Coordinating** across all the departments (Pattern, Sampling room, Production, Logistics, Accounts) to achieve the desired merchandising goals
- Gathering information of potential customers, **understanding their requirements and formulating strategy to bring them onboard**

TOOLS & TECHNOLOGIES

- GitHub
- C3
- Ixiasoft DITA CMS
- SnagIt
- WordPress
- Adobe Illustrator
- Adobe Photoshop
- FastReact
- SAP
- Mail Chimp
- Microsoft Office Tools
- Windows Snipping Tool

ACHIEVEMENTS

ACADEMIC

- Recognized for aiding in projects like **development of products and cost quoting for premium International brands** (Ralph Lauren, Lacoste, Facconable & Norse projects)
- Appreciated for initiating a Pattachitra (traditional painting of Odisha) project, replicating a painting on fabric aimed at **showcasing the fading cultural art form of Odisha**

- Acknowledged for conducting **marketing survey to differentiate between online shopping and store retailing**. Analysed the influence of social media on the **consumer behaviour** across renowned stores in Bhubaneswar
- Associated with **Micro-merchandising & Rapid Replenishment** project for Allen Solly and Van Heusen brands

EXTRACURRICULAR

- Represented College of Engineering and Technology, Bhubaneswar in “Best out of waste” project aimed at **recycling of waste as part of E- Odisha initiative conducted by Govt of Odisha**
- Showcased my designs as an **apparel designer in various fashion events/shows** conducted by NIT-Rourkela (NITrustsav), XIMB (Xpressions), CET Bhubaneswar (Xtasy), and Fashion Extravaganza in May Fair resorts.
- **Adjudged as “Miss D.A.V” in a fashion event** organized by D.A.V Public school
- Participated in M.H.A.R.T(interschool sports meet) event and bagged the 2nd prize in Kabaddi.
- Secured 2nd place in long jump during the Annual Athletic meet at D.A.V.

POSITIONS OF RESPONSIBILITY

- **Single point of contact for merchandising activities** for brands like Mark & Spencer, Eden Park, Aigle and R&B in Aditya Birla Fashion & Retail Ltd
- **Solely managing the Social Media Marketing activities** (Facebook, Twitter, Instagram, Pinterest, Blog & Website content Writing) for Proye Design.
- **Placement Coordinator** of Fashion & Apparel Technology at College of Engineering & Technology, Bhubaneswar.
- **Member of the core team** in organizing the college tech fests: Xtasy 2015(CET)

EDUCATIONAL BACKGROUND

- **College of Engineering and Technology (CET), BBSR (2011 – 2015)**
B.Tech in Fashion & Apparel Technology (8.24/10)
- **Shailabala Women’s College, Cuttack (2009 – 2011)** - CHSE Board (65%)
- **D.A.V. Public School, Cuttack (Batch of 2009)** - Class X - CBSE Board (85.5%)

INTEREST & HOBBIES

- Photography
- Food Blogging
- Cooking
- Gardening

Declaration

I, Lipsa Singh, hereby declare that the information contained herein is true and correct to the best of my knowledge and belief.

Signature: Lipsa Singh

Place: Bangalore