

SURAJ DUSEJA

Content Writer, Content Developer, Author
+91-6280805509, surajduseja.aol@gmail.com, Bengaluru

Summary

9+ years experienced content writer, copywriter, and editor. Well versed with different formats of writing. Specialized skill sets in writing, editing, proofreading, and aggregation. Possess in-depth experience in digital marketing, email marketing, website, social media marketing, Whatsapp marketing, newsletters, scripts, Facebook-Google ads, app- and product-based content. Adept at understanding content from medium and format perspective.

Professional experience

Oct 2019 – Present, The Art of Living Digital | Bengaluru, India, Senior Content Writer, Editor, Content Developer

- Implemented strategic plans to drive leads, visitors, revenue, and marketing and publicity initiatives for the client website (~1.5 million monthly active visitors)
- Responsible for curating impactful content-led campaigns to support marketing and consumer reach for website, social media, and on-ground events
- Lead writer for 9 mega marketing campaigns and 20 mini campaigns spread across Youtube, Whatsapp, Facebook, and Twitter.
Worked on Ideation, Client servicing, Briefs, Content creation for various social media platforms, Brand Ads, Google Ads, and Content for Landing pages
- Content lead for 7 different clients. Created content for marketing of products, workshops, seminars, books and events.

Aug 2018 – Sept 2019, The Art of Living Digital | Bengaluru, India, Author, Editor

- From Militancy to Meditation (Book, Non-fiction) - Co-Editor (Published internally for Art of Living)
- When the Dawn Rises (Book, Biography) - Author (Due for publication in 2022)

Jan 2016 – Feb 2018, Arjan Dass & Co. | Amritsar, India, Director, Sales, Client management

- Handled client management, PR, marketing, sales for a small B2B firm

Jan 2010 – Oct 2015, The Unknown Pen | Mumbai, India, Content writer, Blog writer, Copywriter

- Content writer and editor for web pages, blogs, SEO Optimized articles
- Ideated and wrote 1000+ blogs for American loan-providers, Doctors, Medical journals, Schools, Tourism websites, and Newspapers
- SMS Marketing for clients representing Vodafone and Airtel. Lead researcher and writer for Telecom ad services including health tips, relationship tips, astrology help, and Vastu tips.

Mar 2009 – Oct 2009, Diamond King Trading Company | Keqiao, China, Assistant Trader

- Created documentation for trades, managed email correspondence between suppliers and buyers.
- In-person Client management whenever required

Volunteer Activities

Dec 2010 – Present, The Art of Living | India, Faculty (OMBW, Medha Yoga)

- Organized and took workshops for 500+ teenagers and college students in Punjab and Uttar Pradesh.
- Raised funds for charity and events for Art of Living in Punjab, Delhi, and Karnataka

Skills

Work-related skills

Content marketing, content planning, storytelling, content writing, editing, Social media, blogs

Soft skills

Multitasking, Efficient, Team player, Sensitivity, Note-taking, Clear communication, Honesty, Resilience

Interests

Reading, meditating, volunteering, writing

Education

2012-2015 **Monad University** B.Com 6.2 GPA