Vaish Kandhadai

Content Marketer

I have been sharing my passion for writing and social media marketing with news agencies, startups and non-profit organizations for over six years.

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Milpitas, CA

EXPERIENCE

Content Marketing Manager
GiveTeens20 Mar 2016 - Present

- Improved audience engagement by 64% on social media by creating engaging content based on social trends and market insights
- Managed student interns and advisors in increasing production of every day and event specific social media content by 60%
- • Spearheaded content programs to improve company's digital marketing capabilities across several social media marketing channels, including e-mail and company blog

Content Marketing Consultant
Speshio May 2017 - Oct 2017

- Producing and curating engaging content for company's digital media projects, including blog, website and various social media outlets

Content and Growth Consultant
Motivate Aug 2016 - Oct 2016

- Boosted audience engagement on digital media by 70% through a strategic growth and social media campaign
- Improved company's blog content through creative and informative posts and UI copy
- Established and maintained growth tracking and content calendars to better monitor company performance on digital initiatives

SKILLS

Content Marketing
Copywriting
Social Media Marketing
Email Marketing
Graphic Design
Content Analysis

EDUCATION

MBA (Information System)
Troy University

May 2015

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