

RITURAJ

SENIOR SUBJECT MATTER EXPERT | CONTENT STRATEGIST

SUMMARY

Result-oriented, self-driven & rational | With a track record of more than 3 years in Education Industry as a Subject Matter Expert & Content Strategist.

AREAS OF EXPERTISE

SME in General Studies
Content Writing
Microsoft Word, Excel
Multitasking & Organizational Skills
Analytical Abilities
Time Management
Problem Solving
Idea Generator

CONTACT INFO

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Location: Sector Noida, UP

WORK EXPERIENCE

SENIOR SUBJECT MATTER EXPERT

Kunap Learning | Sept 2020 - present

- **Creation** & development of **Daily Current Affairs News**
- **Track & advance the bimonthly Current Affairs Magazine**
- Developing **Test Series for BPSC Exams**
- **Setting editorial strategy** to ensure consistency across all content assets
- Providing **subject expertise and guidance** to improve business performance

CONTENT STRATEGIST | RESEARCHER

Adda247 | Aug 2017 - Sept 2020

- **Creation** & development of various **Test Series** for Competitive Exams
- **Curation** of **Test Series Mockups** for UPPSC, MPPSC, UPSC, SSC & Railways
- **Book development**, proofread & edit for **Adda247 Publications**
- Worked as a **Video Orator** for **Polity Subject Videos**
- Worked as an **Instructor** for **Audio Classes**
- **Work closely** with **external collaborators/freelancers** and creative resources to deliver content assets that are coherent with our brand voice and strategy

Accolades Achieved: Employee of the Month

ACADEMIC HISTORY

LAKSHMI NARAIN COLLEGE OF TECHNOLOGY, BHOPAL

Bachelors of Engineering | 2010 - 2014