

# PRABUDDHA WAKODE

CONTENT SPECIALIST

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Badlapur, India

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## SKILLS

- Content Creation & Copywriting: Ad copy, blogs, social media content
- Graphic Design & Branding: Canva, Photoshop, Illustrator
- Video Production & Editing: Premiere Pro, After Effects, Final Cut Pro
- Digital Marketing Strategies: Social media content planning, advertising
- SEO & Content Optimization: Keyword research, blog optimization
- Storyboarding & Scriptwriting
- Microsoft Office Suite: Word, PowerPoint, Excel

## EDUCATION

**M.Sc. in Bioanalytical Science,**  
**B.K. Birla College**

12/2020 - 09/2022

A+

**B.Sc. in Biotechnology ,**  
**Ramniranjan Jhunjhunwala College**

06/2017 - 10/2020

B+

## TRAINING / COURSES

## PROFESSIONAL SUMMARY

A passionate content and copywriter with experience in creating engaging ad copy, social media content, and marketing materials. Experienced in designing eye-catching LinkedIn and Instagram ad campaigns, as well as visually appealing graphics using Canva, Photoshop, and Illustrator. Proficient in scripting and editing videos with Adobe Premiere Pro and After Effects. Well-versed in digital marketing strategies, content planning, and storytelling to strengthen brand communication and connect with audiences.

## EXPERIENCE

### FREELANCE WRITER

MEDIUM.COM / 01/2023 - PRESENT

- Blog writing on various niches such as health, lifestyle, technology and more

### SENIOR CONTENT ASSOCIATE

LEXICONN / 12/2024 - 02/2025

- Designed 60+ infographics, web stories, and social media content using Canva, increasing audience engagement by 35% and website traffic by 20%.
- Wrote and edited 10+ SEO-optimized blogs, boosting organic search rankings by 15% and improving user retention.
- Created 60+ high-engagement blog posts, contributing to a 25% boost in brand awareness and a 10% rise in lead generation.
- Collaborated with designers and marketing teams, optimizing content strategies that resulted in an 18% increase in lead conversions.
- Conducted competitive analysis and trend research, leading to a 12% improvement in content performance and audience reach.

### ASSOCIATE - CONTENT MARKETING

GIVE / 09/2023 - 11/2024

- Established 120+ ad copies and social media posts using Canva, Photoshop, and Illustrator, leading to a 40% increase in engagement and a 25% improvement in click-through rates (CTR).
- Produced 25+ video scripts, Instagram Reels, and short films, driving a 35% increase in video retention rates and surpassing 50K+ views.
- Planned and executed content strategies that boosted donor engagement, resulting in a 30% increase in contributions and a 20% rise in donor retention.
- Conducted A/B testing for ad copies and social media campaigns, optimizing content that led to a 22% boost in conversions.

### CONTENT WRITER

Generative AI Skills for Creative  
Content: Opportunities, Issues, and  
Ethics ,  
LinkedIn

LINKS

Portfolio  
LinkedIn

PROJECTS &  
ACHIEVEMENTS

- Animated Explainer Video: Increased audience engagement by 30% using motion graphics and storytelling techniques.
- Social Media Video Campaign: Led a campaign that expanded social media reach by 50%, driving a 20% rise in follower count.
- Brand Documentary Production: Generated a short documentary for an NGO, increasing donations by 40% and volunteer sign-ups by 25%.
- Thought Leadership Blogs: Published industry-relevant articles on content marketing trends, improving brand recognition and engagement.

LANGUAGES

English  
Hindi  
Marathi

IKSULA / 01/2022 - 09/2023

- Optimized 60+ short-form product descriptions for e-commerce platforms like Amazon, Flipkart, and eBay, increasing product visibility by 28% and improving sales conversion rates.
- Wrote and designed 100+ persuasive ad copies, improving ad engagement by 22% and driving a 15% revenue increase.
- Managed content calendars and implemented content strategies that increased social media engagement by 40% and follower count by 18%.
- Collaborated with UX teams to refine product descriptions, improving customer satisfaction scores by 12%.

INTERNSHIPS

Digital Marketing Intern, IIT Bombay  
09/2021 - 12/2021

- Assisted in developing digital marketing strategies, leading to a 15% increase in event participation.
- Developed and executed content strategies that boosted brand engagement by 20% across social media platforms.
- Conducted keyword research and SEO optimization, increasing organic traffic by 18% and improving search rankings.
- Assisted in campaign management and email marketing initiatives, resulting in a 12% improvement in open rates.