

Reshma Keswani

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Management Graduate (*Finance*) with *strong analytical and organizational skills*, having over *4 years* of experience in *business management and operations* and over *10 years of experience in Content Writing*. Focused on building a career in the Marketing / Research / Consulting / Content Writing industry and becoming an asset to a reputed firm.

EDUCATION:

Sep '03 – '04 **Masters in Business Administration (MBA)** *Lancaster University, UK*
• Specialized in International Financial Management, International Business, Ownership, and Governance
○ Finance, Accounting, Strategic Management, Managing in Action, Business Economics

Jul '00 – Aug '01 **PG Diploma in Advertising and PR Management** *Symbiosis Institute – India*
• **68% - Grade 'A'**

Apr '99 **Bachelors in Commerce (B.Com)** *University of Pune – India*
• **70% - First Class with Distinction**

Mar '96 **HSC (Higher Secondary School Certificate Education)** *University of Pune – India*
• **68% - First Class**

Mar '94 **ICSE (Indian Certificate of Secondary Education)** *St. Helena's School – Pune, India*
• **76% - First Class with Distinction**
○ Awarded *Certificate of Merit for Economics*

EMPLOYMENT INFORMATION:

Jul 2005 – Present Freelance Content Writer

Involved in Content Writing on a work-from-home basis and have an extensive online portfolio.

- Gained expertise in writing blogs, articles, white papers, case studies, product descriptions, and press releases.
- Associated with the prominent content writing companies and written papers for major corporate houses, including for the Banking and Financial Services Industry.
- Edited the drafts of junior content writing personnel and given suggestions to improve their writing.
- Assisted in writing a book for a leading hospital, which required conducting digital interviews with their health care staff across India.
- Adept at meeting agreed-upon deadlines

May 2023 – June 2023 **Insight Partners**
Research Analyst

- Have been part of the Editing Team that reviews Market Research Reports
- Assisted in drafting a Consultancy Report

Jun –Dec 2017 **SEO Hunk International – a Digital Marketing Company**
Content Writer (Freelancer)

- Was employed on a 6-month contract on a part-time, work-from-home basis.

Nov 2010 – Aug 2012 **F & J Direct, Pune – A Recruitment Consulting firm**

Worked as a Freelancer as part of the recruitment team of the company.

Oct 06 – Jun 07 **Deloitte Haskins & Sells, Pune, India**
Assistant Manager (Enterprise Risk Solutions Department)

Management Consulting, Accounting & Auditing, and Taxation Services Company

- Involved in auditing the business cycle controls for a *dominant manufacturing entity* and *software company*
- Assisted in engagements pertaining to valuations and consultancy

Oct 05 – Feb 06 **ValueNotes Database Pvt. Ltd., Pune, India**
Analyst

A Research & Consulting Company

- Conducted Primary research for an *International Recruitment firm*
- Identified new data sources

Jun 04 – Aug 04 **Citibank N.A., London, UK (Citigroup)**
Intern (Marketing)

The job description required developing the promotion mix of the target market for the *Citibank NRI Business Division*. The division offers financial services to *Non-Resident Indians (NRI's)*

- Assessed the *feasibility* of sourcing a *Citibank* Retail product to the Focus group

Jan 03 – Aug 03 **QED Consultants, Pune, India**
Team Leader (Operations)

Business Process Outsourcing venture

- Supervised a team of six members and increased their efficiency

Jan 01 – Apr 02 **Associates India Financial Services Pvt Ltd, Pune, India**
Sales Coordinator

- Liaised and *strengthened dealer relations*
- Supported the sales team to maximize efforts. Also, contributed to the **50%** and **100%** increase in sales of *consumer durables* and *two-wheeler* loans respectively during 2001 and 2002

Sep '99 – Dec'00 **World Network Services Pvt Ltd, Pune, India**
Online Trainer (British Airways Engineering Team)

A Data Management and Information Processing center. Joined as a *Trainee Agent*, confirmed as a *Data Agent* and promoted to the role of the *Online Trainer* within **6 months**.

- *Enhanced performance* of new recruits and existing personnel through training programs
- Structured the entire training plan

EXTRACURRICULARS

1998 – 2002 Member of the Rotaract Club of Poona Airport

Jan '02 Managed the '*Inter-Rotaract Pool Tournament*'. Negotiated sponsorships and the venue (**1 Day, 100 people**)

Jan '01 Organized the '*Pulse-Polio*' *Immunization Awareness Rally*. Coordinated the various resources and skills (**4 hrs, 40 people**)

NIIT – Pune, India

1996 – Certificate program in Computer Applications

1994 – Certificate program in Basic

Date of Birth: 28th Nov 1978

Marital Status: Single

Languages: English and Hindi

References: – Will be provided on request