



Pranjali Shukla

<https://cheesymusings.wixsite.com/cheesymusings>

Detail-oriented and results-driven with a strong background in retail analytics, inventory management, and product presentation. I seek to leverage my expertise in maximizing sales and profitability for fashion brands through effective merchandising strategies and trend analysis.

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EXPERIENCE

Content Writer

Trupp Global Technologies Pvt Ltd

Feb 2020 – Dec 2023

- Worked on Metadata for Crunchbase, a platform for finding business information for public and private companies.
- Managed the content quality of a team of 4 people for the CrunchBase ingestion workflow.
- Engaged in giving professional training to the new hires on the team.
- Worked on Material Safety Data Sheets project for creating safety data sheets for manufacturing companies.
- Worked on bitcoin and cryptocurrency content for Lighthouse Labs, an American fintech company.

Senior Content Developer

Litifer Technologies Pvt Ltd (Hoggy)

Oct 2019 - Jan 2020

- Hoggy is an AI-powered robot for children that educates them.
- I managed the content development of the robot "Hoggy".
- Wrote creative and educational content on all the topics to engage children.
- Created a "Hoggy World" and a Hoggy personality.
- Created new terms while writing about Hoggy World and Personality. Used VisualCode Studio to convert the content to speech in the robot.

SKILLS

- **TOOLS:** Microsoft Office
- **DATABASE:** Orient dB, Acapela and Visual Code Studio
- Strong understanding of fashion trends and consumer behaviour Excellent organizational and time management skills
- Effective communication and negotiation abilities
- Detail-oriented with a focus on accuracy and precision Ability to work collaboratively in a team environment

EDUCATION

2023-2025

Currently pursuing MFM (Masters in Fashion Management) at Indian Institute of Fashion Technology, Bangalore, India

2015-2016

Post Graduate Diploma (Nutraceuticals and Food Processing), Bangalore University, India

2011 -2015

Bachelor of Technology (Biotechnology) Uttar Pradesh Technical University, India

LANGUAGE

English

Hindi

EXTRACURRICULAR ACTIVITIES

- Invited as a Guest Speaker at IMS Engineering College, Ghaziabad and PIMS, Bangalore, India
- Participate as a Motivational Speaker at various open mics
- Participate as a speaker to read my poetry and stories at various open mics

ACHIEVEMENTS

Ranked in top 5 with 82 percentiles in school in Class 12
Certified as a C2 Proficient in English Speaking and Writing

EXPERIENCE

Web Content Writer

Indian Smart Hub

Aug 2019 - Oct 2019

- Written, proofread and edited the content of the "Indian Smart Hub" website.
- Managed social media posts of the company.
- Managed blogs and SEO content of the website.
- Engaged in managing metadata for the products and services of the company.

Content Developer

RN Chidakashi Technologies Pvt Ltd (Miko)

Sep 2017 - Jul 2019

- I managed the content for Miko1 and Miko2 using AI and IoT that bring the best of technology to young learners.
- Worked on Acapela for speech modulation and recognition in the content part of the robot.
- Worked on the Orient dB tool that converted the content to speech in the robot.
- Collaborated with the embedded engineer to optimize content for various apps such as "Animal Sounds, Miko's Classroom and Mikojis".
- Part of the pilot team of Miko2 that included planning, content curation and optimisation.
- Developed content for Miko2 advertisements as well as various tech fests.
- Worked with the team on content development to represent Miko1 and Miko2 in the "Consumer Electronics Show" held in Las Vegas in January 2018 and 2019.

DECLARATION

I hereby declare that the above information shared is true and up to my knowledge.