COVER LETTER

Dear recruiter,

Hope this finds you in good health.

I am writing to express my interest in joining your reputed organisation.

A seasoned professional in **copy editing and writing**, I have **5 years of experience** in drafting business articles, editing publications, writing **SEO-based content**, managing **social media** and **digital content marketing**, handling **corporate communications** and coordinating **public relations**.

My most recent experience was as an **Associate Editor with Ernst & Young** where I was responsible for editing and proofreading EY publications, and drafting social media content. Prior to joining EY, I was with **Wipro as Senior Analyst — Broadcast**, involved in monitoring live broadcast news content streamed in the UK for third-party clients. Before that, I worked with the **Digital Communications and Corporate Communications teams of UAE Exchange and Financial Services**. My work profile included compiling, planning and editing the company's in-house print magazine; writing SEO and social media content; copyediting company publications, internal newsletters and press releases; and assisting in digital content marketing.

A **postgraduate in English Literature**, I hold two **PG diplomas in Print Journalism** from Manorama School of Communication and in **Translation** from DBHPS, respectively. I did my graduation in **BA English Copy Editing** from Sacred Heart College under Mahatma Gandhi University. As part of my **Journalism** programme, I have worked as an editor, sub-editor and reporter in ***The Fourth Estate***, an in-house publication by the students of MASCOM.

Please find my updated CV along with this cover letter for your quick perusal. Thank you for taking the time to review my details. Should you need more information, feel free to contact me at your earliest convenience.

I look forward to hearing from you.

Thank you,

Ann Susan Paul

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eMail: annpaul91@gmail.com



Ann Susan Paul

Copy editor and writer with 5 years of experience

MA English & PGD Journalism | 27 | Female | Dubai

Copy editing | Writing | Journalism | Social media | Media intelligence | Content marketing | SEO | Public relations | Corporate communications

MY ASSETS

Strong **copy editing and proofreading** skills • **SEO content writing** and **digital** content marketing • **Social media content** strategist • **Corporate communication** — internal and external • **Public relations** and **media monitoring** • **Business** and **creative content** creation • **News writing** and **reporting**, and **news editing** • Extensive knowledge in **US and UK grammar conventions** • **Magazine content** planning and **layout designing** • Computer skills — touch typing, **Word, Excel, InDesign, Photoshop, CorelDRAW, PowerPoint** • Proficient in **English, Malayalam and Hindi**

MY EXPERIENCES

Associate Editor

Ernst & Young
Kakkanad, Kochi – 682030, Ernakulam

05/02/2018 to 28/07/2019
(1 year, 6 months)

- **Copy editing and proofreading** corporate publications, campaigns and promotional content, and **advertisement** copies
- Helping internal clients, including the management, with **drafting thought leadership articles and reports**
- Carrying out **extensive research** on and studying market conditions for copy editing reports and technical articles
- **Liaising** with design and print teams as well as executives of directors and principles to get the content written, edited, designed, printed and published in a timely manner
- **Creating and planning social media posts** for the company's Twitter and LinkedIn handles
- **Reviewing press releases** and drafts for campaign promotions for media houses and newspapers
- Carrying out **editorial reviews of copy edited articles** for internal clients and approving/rejecting them accordingly
- Ensuring that all EY publications adhere to the **company's style guide and guidelines** as per different **editorial conventions and international grammar standards**

Selected to work on "**Digital. Fast forward**" project, which saw the entire content from old EY website rewritten and migrated to a new platform and website

Selected to draft and schedule **social media content** for the company's Twitter handles

Received **"Extra Miler" award** and good feedbacks for various works undertaken

Senior Analyst

Wipro BPO
Kakkanad, Kochi – 682030, Ernakulam, Kerala

30/12/2015 to 02/02/2018
(2 years, 1 month)

- **Monitoring live broadcast news** content across the UK, and in international television and radio channels
- Helping third-party clients with **media intelligence**
- **Delivering news reports** to help evaluate company reputation, **public relations** and corporate strategy
- Applying **in-house grammar style and editorial guidelines** in accordance with **UK grammar conventions**
- Delivering **error-free live media reports**
- Working across various clients from different backgrounds, including politics, finance and media
- **Live monitoring of major international business and geopolitical events** to provide updates on upcoming media coverages that could affect client reputation, market conditions and business strategies
- **Monitoring advertisements and content** for clients to help with their promotional activities and campaigns

Delivered **live reports** to **Scottish Parliament and European Parliament**

Worked on covering major geopolitical events including **Scottish Independence Referendum, Brexit and UK General Elections**

Received "**Start of the Month**" award for delivering quality services to clients

Officer

UAE Exchange FS Ltd
Airlines Building, Kochi – 682011, Ernakulam, Kerala

01/08/2014 to 21/12/2015
(1 year, 5 months)

- Managed the company's **monthly in-house magazine "Xpressions"** — **content planning, drafting articles, editing, proofreading, layout design planning, liaising** with design and print departments for timely publication
- Handled **internal communication**, drafted **corporate letters and company reports**
- Coordinated with media houses for **public relations** and **drafted press releases for TV, radio, newspapers and magazines**
- **Drafted SEO-based content** for company **website and blogs**
- **Planned social media content** and **digital content marketing**, and coordinated with the design teams for creative designs
- Monitored **Google Analytics** and keywords to help increase traffic to websites and landing pages
- Contributed to the digital marketing team with SEO-based content and website traffic monitoring

Revamped the in-house magazine, which had stopped publishing

Initiated a new monthly online magazine, and compiled and edited its content

Elected as "**Best Performer**" by leaders across the company's 350 branches in India

WHAT I STUDIED

Master of Arts in **English** – 12/08/2013 to 04/06/2015

Indira Gandhi National Open University, Maidan Garhi, New Delhi – 110068, Delhi District, India

Postgraduate Diploma in **Translation** – 1/6/2013 to 30/05/2014

Dakshina Bharat Hindi Prachar Sabha, T Nagar, Chennai – 600017, Tamil Nadu District, India

Postgraduate Diploma in **Print Journalism** – 04/06/2012 to 31/05/2013

Manorama School of Communication, Eerayil Kadavu, Kottayam – 686004, Kottayam District, India

Bachelor of Arts in **English Copy Editing** – 22/05/2009 to 27/04/2012

Mahatma Gandhi University, Priyadarsini Hills, Athirampuzha – 686560, Kottayam District, India

Business English Certificate by the University of Cambridge – 01/06/2009 to 31/08/2009

Sacred Heart College, Thevara, Ernakulam – 682013, Ernakulam District, Kerala

PERSONAL DETAILS


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