

# Milind Padhye

[Online Resume](#)

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Willing to Relocate Anywhere in India AND Join Immediately

Over 5 years of experience in Content Writing,  
5+ years in copy-Editing and 4 years in Corporate Training

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## Career Summary

- Boosted website ranking using simple English with catchy headlines and flowing thought process.
- Copywriting for the first time applauded by Rehau Pvt Ltd
- Bagged promotion to Asstt. Mgr, Content Writer, from Sr. Technical Executive in 9 months
- Reviewed a book on “Ethical Hacking” **now in 17<sup>th</sup> edition**, by Ankat Fadia, from MacMillan Publishing
- Rejected 4 chapters written by professors from IIT Madras, while copy-editing for Tata McGraw Hill.
- Rated as Best Trainer for MsOffice at RPG Transmission Ltd., **contract renewed 3 times**.

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## My Expertise

1. As Technical Writer I love **simplifying tough topics** for easy reads.
2. **Creative writing** & SEO writing for the Web are close to my heart
3. **SEO specialist content writer** for getting good SERPS
4. Good at email writing to grab eyeballs and create the best impression
5. Proficiency in design and layout of email messages for **email marketing**
6. Keyword Research & Long Tail Semantic Indexing (**LSI Keywords**) research I am fond of
7. Have expertise in creating a **unique SEO blog title** & best custom writing
8. Skillfull and crazy effective writing and **copywriting**
9. E-Commerce product description writing & Product Review writing
10. Deep knowledge in Fonts Usage & maintaining websites’ **Look & Feel**
11. Can **rewrite** technical documents in simplified form
12. Editing previously written text and proofreading for grammar errors comes easy to me
13. Known as a team player who is also able to work without supervision
14. Open-minded and **highly adaptable to new innovation**
15. Relentlessness and thirst to enhance my technical knowledge and skills
16. Extensive knowledge of best practices for content marketing on the internet
17. Ability to **work under pressure**
18. Corporate training with quick rapport generating ability
19. Willingness to travel if the job calls for it
20. Efficiency in researching and documenting sources
21. Have **Excellent communication and interpersonal skills**

22. Knowledge of various blog platforms like Blogger and WordPress
23. Good translation capability from English to Hindi and Marathi and vice versa

## Work Experience

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**Web Content Writer** – September 2017 onwards  
Bagged orders from

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|------------------------|-----------------------------------|
| 1. Vermanbuildtech.com | Building & Construction           |
| 2. Muscleyouth.com     | Nutrition, Exercising & Medicines |
| 3. Fabricatorsoft.com  | Web Design, Web Development       |
| 4. Webdigix.com        | A-Z of Web Design & Development   |
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**Sr. Content Writer** eMavens Web Solutions, New Delhi from June 2016 – September 2017

### Responsibilities

- Increase readership through high-quality content in blog posts & articles in various topics such as footwear, nutraceuticals, kids clothes, book store, and curio store
  - **Improved travel itineraries for Kashmir** to boost sales.
  - Created high-quality content for **e-Commerce** websites & **Article writing** for directories
  - Rewrite articles, especially on company's own web site & Kashmir
  - Improved **newsletters** for clients
  - Invigorating clients with exclusive titles for their approval for future blog posts
  - **Facebook posts** for promotions on various festivals and celebrations
  - Organized **contests to attract visitors** on Facebook
  - Searched & coordinated with site owners for **guest posting** opportunities
  - Training subordinates on **keyword research** and guiding on writing correct English
  - Guiding graphic designers on **Font Usage and Typography**
  - Assisting Web Developers on maintaining the **Look & Feel** of websites
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**Sr. Copywriter** at Coloursquare, New Delhi from December 2015 – April 2016  
(Hired as a content writer, but **awarded** the post of copywriter)

### Responsibilities

- Liaising with clients regarding focus on USP & Branding plus Business Writing
- Invented USP (in Hindi) for **Nanya e-Rickshaws**
- Copywriting for website **taglines**
- Copywriting for brochures, leaflets & newsletters for various clients like **Rehau & Lumax**
- Monthly **report writing** for clients
- Assisting graphic designers in creating corporate designs & branding

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**Content Writer & Reviewer** at Systems India, New Delhi from May 2013 – November 2015

**Responsibilities**

- Create **website reviews** and suggesting ways to improve
  - Create blog posts for client websites and articles for back links
  - **Rewriting previously written articles** and updating as per client needs
  - Assisting clients in improving Wordpress layouts by suggesting good themes
  - Guiding newly joined content writers in SEO
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**Corporate Trainer on MsOffice & copy-Editor** for books on Software, Travel & Cookbooks from May 2010 – April 2013

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**Consultant & Course Developer** on MsOffice at Catura Broadband ([www.TopChalks.com](http://www.TopChalks.com)), Gurgaon from June 2008 to March 2010

**Responsibilities**

- Create video-based tutorials on Word, Excel and PowerPoint in three levels: Beginners, Intermediate & Advanced in English, Hindi and Marathi.
  - Content writing for all courses.
  - Writing content for web promotion
  - Create **Supplementary Documentation** for Lab Sessions
  - Additional documentation to avoid Sales Tax on the software CD marketed in a box package.
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**Corporate Trainer** STG Int' Ltd., Gurgaon & Delhi from July 2007 to November 2008  
(Hired as a corporate trainer and **promoted** as Asst. Mgr, Content Writer within 9 months)

**Responsibilities**

- Improved Corporate Training on MsOffice & MsProject for clients
- Writing & rewriting training manuals for all corporate training
- Designing hands-on training booklets on newly released Windows Vista & Office 2007
- Creating documentation for training on **LMS** (Learning Management Systems)
- Writing new books on software for future **training courses in Linux**
- **Editing pre-written manuscripts** for software training
- Design course documentation for their prestigious "Final Touch" training program.
- Rewriting old software manuals to update as per latest version

- Creating **presentations in PowerPoint** for Teaching Strategy for bagging Tenders
- Formatting courseware using Desk Top Publishing software in an attractive design

## VBA Programmer

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**RPG Transmission Ltd.**, Vasant Loke – 2002

Created a program in VBA for assessing progress of On Site Construction of Transmission Towers

## Corporate Trainer - MsOffice

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- **RPG Transmission Ltd.**, Vasant Loke, from 1999 – 2000
- **NewAge Industries**, Rajouri Garden, 1999
- **Delhi Karnataka Sangha**, Moti Bagh, 1999

## Consultancy (from 1984 – 2000)

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- ❖ **DOEACC** - Department of Electronics and Accreditation of Computer Classes (2000)  
Provided multiple choice questions (MCQ) for their QUAN Book
- ❖ **The Services Press**, Khan Market (1995-96)  
Turnkey Consultancy on Page making & Layout for magazines (The Metro Shopper's Guide) & booklets on PageMaker & Photo-Scanners
- ❖ **American Center** – SPAN Magazine Division (1992 – 93)  
Use of Ventura (DOS) for publishing their monthly magazine.
- ❖ **DAAD** - German Academic Exchange Service (1991-92)  
Facilitated use of dbase III Plus for maintaining a full record of students sent to Germany thru University Grants Commission (UGC)
- ❖ **Capsons Computer Center**, Karol Bagh (1987)  
Full set up of a computer teaching center
- ❖ **Wordsworth**, Nehru Place (1984)  
Establishing a word processing shop

## Service Brief (from 1984 – 1987)

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- **BIG Database**, Assistant Manager – from July 1986 – August 1987

### **Responsibilities**

- Computerization of Customs, Excise and Import & Export Tariffs

- **Lancer Publishing** – from June 1985 – July 1986
- Computer Operator
  
- **Friends Photostat** – from May 1984 – June 1985
- Computer Operator
  
- **SamTel** (Samsung + Teletube) – from June 1983 – May 1984  
Supervisor, Process Control & Production

## Copy-editor for various publishing houses

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- **Tata McGraw Hill** – Software, Cements, Total Quality Control, Decision Support Systems
- **Wiley Eastern Ltd** - Software
- **Galgotia Publications** - Software
- **Wheeler's Publications** – Software
- **Prakash Book Depot** – Travel and Bhagawad Gita

## Ghostwriting for HCL Ltd (1984)

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Created manuals for word processing software Wordstar, CP/M and DOS operating systems.

### Education

- **C.O.P (Marine Wireless)** – Ministry of Communications, 1983
- **B. Sc General** (Physics, Chemistry and Mathematics), Delhi University – 1982
- **Higher Secondary**, 11th Matric, C.B.S.E - 1977