



## Contact

### Phone

+91-7022150707

### Email

madhuresh.bhola@gmail.com

### Address

G-206, Adithya Frondoso,  
Sorahunase, Bangalore-560087

## Education

2014  
**B.E. Electronics & Comm.**  
NIT Kurukshetra

## Expertise

- Content Creation
- Content Editing
- Brand Communications
- Content Strategy
- Content Ideation
- Script Writing
- Proofreading

## Language

Hindi  
English  
Punjabi

# Madhuresh Bhola

## Content Manager

Content Manager with 9 years of experience in content strategy, content creation, and content editing. Demonstrated creative writing and brand communication skills with a proven record of performing well and delivering under pressure to meet deadlines for every project. Led a team of 8 members including content writers, editors, graphic designers, and motion graphic designers.

## Experience

- **Aug 2021 - December 2022**  
Arzooo, Bangalore  
**Content Manager**
  - To lead the GoStor and Arzooo content team
  - To create content calendar for social media and blogs
  - To create video content for YouTube channel "Wisdom Wednesdays"
  - To perform QC checks on the content before publishing
  - To proofread and edit website content at a regular basis
- **Sep 2018 - Jul 2021**  
Innoactive Intelligence, Bangalore  
**Content Strategist**
  - To formulate FRDs from BRDs provided by partnering banks and financial institutions
  - To create a roadmap and timeline for deliverables
  - Strategize, create, and edit content for partner banks' and financial institutions' chatbots in the form of enquiries, transactions, and FAQs
  - To handle a team of 6 members and manage the internal process by setting up weekly and monthly goals.
- **Sep 2017 - July 2018**  
BankBazaar, Bangalore  
**Senior Content Writer**
  - To create blogs and outreach articles
  - To maintain landing pages for BankBazaar website
  - To handle traffic for BankBazaar website
- **Mar 2017 - Sep 2017**  
Uptown18, New Delhi (Freelance)  
**Website Content Developer**
  - To create blogs and outreach articles
  - To manage social media for Uptown18, BISSQ, and GoIndiaStore
- **Oct 2016 - Mar 2017**  
Pepper Media, Bangalore  
**QC-Content Editor**
  - To curate content for Zee5 (formerly known as OZee)
  - To write scripts and work as voice artist for YouTube channel "Bollywood Central"
- **Oct 2015 - Oct 2016**  
Deluxe Digicaptions  
**QC Specialist**
  - To curate subtitle content for Universal, Sony, Disney, and Paramount

## Portfolio/Website

<https://www.madhureshbhola.com/>

## Reference

### Rivea Ravindran

Senior Associate Global Marketing Ops, InterTrust Group

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### Namitha Varma-Rajesh

Content Marketing Manager, Algonomy

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