## **Mamta KHANNA**

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Possess 6 years of experience as Instructional designer and 9 years as a Writer, editor, and blogger with leading print and online media firms

## **EXPERTISE SUMMARY**

## **\*e-learning \*instructor-led trainings\* web-based training programs\* IT and software training programs\* agile software development\***

* Offering a strong hold in various proprietary storyboarding tools and templates in e-learning courses
* Well-versed with various authoring and animation tools such as:
  + **WalkMe** animation capturing software,
  + **Xyleme** (Enterprise Learning Content Management Software),
  + **Articulate** e-learning software
  + **Adobe** **Captivate** authoring tool
* Excellent team player & self-motivated individual aiming for higher productivity

## **EXECUTIVE SUMMARY**

* Experienced in different types of writing projects including e-learning courses, instructor-led training programs, IT trainings, search engine optimization, blogging, news articles, white papers, web pages, press releases, product reviews, product descriptions, eBooks, sales letters, newsletters, feature articles, and so on
* Have a strong online presence and you can check my profile with articles published under my name and pseudonym:
  + <http://ezinearticles.com/?expert=Mamta_Khanna>
  + <http://ezinearticles.com/?expert=Mia_Khanna>
* Have developed content for the US, the UK, Australia, and India based clients as a freelancer writer
* Experienced in creating, managing and uploading content for online content management-based websites based on WordPress, Joomla, or Drupal as their CMS
* Possess excellent communication and interpersonal skills and managing a team of writers and editors spread across India

## **Noteworthy Accomplishments**

* Awarded **Appreciation** **Certificate** for **Outstanding Performance & Remarkable Contribution** for ***April*** *to* ***June Quarter 2016***
* Awarded **Appreciation** **Certificate** for **Outstanding Performance & Remarkable Contribution** for *Verizon B2B Sales performance project* on 16th October 2015
* Completed **WalkMe Builder Certification Program** (*WalkMe License # 6618497*) on 26th January 2016 (WalkMe is a cloud-based platform that seamlessly integrates with an online application/website and helps create step-by-step guidance (Walk-Thrus) for users/learners)
* Contributed to InfoPro Learning blog:
  + Top 5 benefits of virtual instructor-led training programs (vILTs) (<http://www.infoprolearning.com/blog/5-benefits-of-virtual-instructor-led-taining-vilt/>)

## **ACADEMICS**

* Post Graduate Diploma in Advertising & Public Relations from Indian Institute of Mass Communications (JNU Campus) New Delhi (1998-99)
* Bachelor of English, Delhi University, INDIA, Graduated in 1998

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| **JOB EXPERIENCE** |

## **Freelance Copywriter| Business writer, blogger| Web Content Writer/Freelance ID** from July 2015 to Present

**Role & Responsibilities**:

**Major Clients**

* <https://www.tripreviewer.com/> Entire Website Content + FB posts and blog posts for Tripreviewer.com is the only website in the world that provides reviews from multiple websites for any hotel or restaurant within USA & CANADA.
* <https://www.tripjudge.com/> (Website content and FB posts) TripJudge is an online community where travellers can share their experiences (good or bad) and give star ratings for hotels and restaurants they’ve visited to help other travelers find the best.
* <http://intellectyx.com/> (Website Content Writing and Adhoc content writing assignments) Intellectyx is a global software services company focused on digital transformation with innovative solutions. We develop innovative software solutions using web, mobile, social, business intelligence and analytics that traverse the organizations journey from data to decisions.
* <https://www.skyzone.com/> (Website content and regular content posting) Skyzone are originators of wall-to-wall aerial action. It is the original and premier indoor trampoline park. Enjoy trampoline dodgeball and dunking, foam pit, the warrior course, birthday parties and more.
* <http://www.leaditgroup.com/> (Website content writing + adhoc content assignments) LEAD IT is an award-winning Information Technology Services Company serving Fortune 500, government, mid-market, and emerging companies with their IT service needs.

## **Senior Instructional Designer** from 13th July 2015 to September 2016 at Compunnel Technology Private Limited (formerly InfoPro India Private Limited)

**Role & Responsibilities**:

* Determine the scope of a curriculum/course in terms of measurable learning goals within the framework of client requirements.
* Suggest appropriate instructional strategies to meet the learning goals.
* Understand the big picture and seek information on both explicit and implicit needs of a customer.
* Define standards and envision elements that need to be part of supporting documentation (style sheet, wordlist, etc.) to ensure consistency across a curriculum.
* Participate in client calls / meetings with clear agenda / queries to help manage client requirements.
* Provide accurate estimates for development effort to supervisor.

## **Projects with Compunnel**

* **Verizon Sales Training program**

Developed Instructor -led training programs for new joinees using various instructional strategies

* **T-Mobile Customer Rep training program**

Developed Storyboards and ShowMe animations that aimed at transitioning frontline staff (with around ten lines of business) from an existing system to a new one using a new tool called WalkMe.

* **Dell Xyleme Training program**

Developed PPTs, PGs and IG using Xyleme – a Single source software for their new joinees

## **Executive Editor,** from December 2011 to June 2015 at World Association for Small and Medium Enterprises, (WASME)- an International NGO promoting the cause and development of MSMEs

**Role & Responsibilities**:

* Design, strategize and develop content for World SME News- a monthly publication
* Design, conceptualize and develop content for World SME Update- E-bulletin (a fortnightly online publication)
* Monitor, plan, and maintain WASME’s social media presence (Facebook & LinkedIn) and also their official website
* Provide support for various events (conferences, seminars, training programs) and maintaining and developing key contacts
* Perform R&D related to entrepreneurial growth and development in diverse sectors
* Develop project proposals both for the short and long term and recommending required program resources
* Draft responses on various queries pertaining to activities conducted by WASME.
* Identify, initiate, and maintain relationships with key individuals/institutions across the globe with an objective of promoting cause and development of MSMEs

## **Freelance Writer & Editor,** from July 2009 to November 2011

**Major Clients:**

* **FIXIT99.com** (<http://fixit99.com)>

Fixit99.Com is a US-based firm that provides Live Remote Computer Repair services with the help of USA based technicians using a one-time secure connection! I have developed content for their website and written scores of articles for their blog and pc help section.

* **EPASSPORTPHOTO** (<http://www.epassportphoto.com)>

US-based ePassportPhoto.com supports the exact government requirement of over 60 countries, from Albania to Zimbabwe (and many in between, such as Australia, France and Germany). For example, if you're a citizen of China living in Canada or a citizen of the UK living in the US, ePassportPhoto.com can help you create passport photos that comply with the requirements of your home country. I have developed content for their blog.

* **EFYTimes.com** (efytimes.com)

EFYTimes.com is a leading technology news portal that offers 24x7 news updates, interesting updates, features, and so on. I have been working with them as Editorial Consultant.

* **TEXTNOOK.com** (<https://textnook.wordpress.com)>

Textnookis an Indian company offering online book renting and selling service to students’ community. I have been writing and updating their blog for past one year.

* **MyTekies.com** ([**http://mytekies.com)**](http://mytekies.com))

MyTekies.com uses superlative remote control software to allow technicians gain access to a computer via remote controlled facilities. Customers can disconnect the remote control session any time they want. After the remote session finishes and the system error is fixed, technicians disconnect the session and customer can freely work on their computer again. I have developed content for the website.

* **PENNFOSTER.COM** (<http://www.pennfoster.edu)>

Penn Foster is an online educational institute offering debt free education from an accredited institution. The institute provides a career-focused education. I have written content for various programs and degree courses offered by Penn Foster for their website.

## **Senior Instructional Designer,** from May 2008 to June 2009, G-Cube Solutions, Noida

**Role**:

* Research reference material/ other sources like internet and gain understanding of the courses to be developed
* Create instructionally sound content IT/ technical/soft skill content by applying various instructional design strategies within the predefined framework
* Write clear, concise and grammatically correct content by using appropriate writing styles
* Ensure technical correctness of content by gathering inputs from SMEs through effective questioning information gathering techniques
* Detect defects pertaining to instructional design, standards, and language during reviews of self and/or peers’ work
* Provide visualization inputs to graphic designer to create visual elements that are instructionally/ technically valid
* Coordinate with client and provide timely inputs/raise queries related to project development
* Organize various training programs to enhance team skills

**Major Projects:**

* **Videocon**

Videocon required a series of e-learning courses to impart product knowledge to Videocon employees about its various products. This training aimed at helping Videocon employees boost sales of its products such as LCDs, CTVs, ACs, Refrigerator, and Microwave. I had developed learning approaches and suggested potential learning theories to impart the training and handle the project from Analysis and Design phase until Delivery.

* **Pharmasol**

The client required an e-learning course to be developed for hospital staff on its Oracle Clinical RDC (Remote Data Capture) Onsite Process, which was designed to replace the older, lengthy paper process of collection, entry, and discrepancy management. The process allows tasks to be done real-time, which earlier were done by post, fax, or mail. My role involved A&D, Development of SBs, and extensive client coordination.

* **The Tax Club**

The Tax Club required an interactive and instructionally sound e-learning course on Sales Training Program so that a single training can be customized for the sales team as well as Tax Club employees. G-Cube recommended Media rich scenario based learning to address the requirement.

* **Other Clients**

Pepsi, Tata Sky, Hughes, Airtel, GENPACT

## **Senior Instructional Designer,** from February 2006 to March 2007, InfoPro India Pvt Ltd. Noida

**Role**:

* Audience analysis, ECO writing, Visualization, Scripting, and course construction

**Major Projects:**

* **Thomson NETg**: Developed content for technical end user
* **Isango**: Written content for travel-oriented website <http://www.isango.com/>
* **MESA**: Written educational courses for MESA -a Turkey- based educational institute

## **Senior Instructional Designer,** from June 2005 till February 2006, FCS Software Solutions Limited

**Role:**

* Audience Analysis, Writing Design Documents, devising content, visualization, and ID strategies.
* Written user manual for Canon India’s application-based software

**Major Projects:**

* Canon Inc.

## **Instructional Designer**, from June 2004 to June 2005, InfoPro India Pvt Limited, Noida

**Role**:

* Audience analysis, ECO writing, Visualization, Scripting, and course construction

**Major Projects:**

* **Thomson NETg**: Developed content for technical for technical end user
* **Matsushita Avionics Systems**: Developed technical courses for flight crew to enable them to handle electronic equipment in airlines

## **Senior Content Developer** from October 1999- October 2002, IndiaMART Intermesh LimitedNoida

**Role**:

* Understand clients’ requirements
* Research and develop keyword-optimized website content
* Visualize and coordinate with graphic designer
* Write keyword oriented text for various clients from across multiple industries such as handicrafts, indiangiftsportal.com and travel related websites

**Projects undertaken at IndiaMART:**

* Daily updated and maintained the official MTNL news site.
* Updated current affairs discussion boards and daily polls on the IndiaMART website
* Handled budget 2000 for the MTNL website
* Conceptualized and maintained clintongaatha.com, which was an entertaining site created during Clinton’s visit to India.
* Conceptualized and maintained ‘BADminton match’ between Vajpayee and Musharraf (30 days long online tournament- an entertaining fictional feature displaying one deed or statement made by one of the leaders each day).

## **PERSONAL DETAILS**

* **Languages:** English and Hindi
* **Date of Birth**: 5th August, 1975

**(Mamta Khanna)**