

Sai Hrudaya Ranjan

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PROFESSIONAL PROFILE

- Professional content writer with 10 years of experience in blogging, journalism, technical writing and copywriting.
- MA-Journalism graduate, humour writer for sites like Arre, HuffingtonPost, ScoopWhoop, and DailyO
- Technical writer for Microsoft and other MNCs
- Weekly Humour column ‘Urban Bourbon’ with The New Indian Express, Bangalore.
- Stand-up comedian who has written humour blogs and the Filmfare South Awards

WORK EXPERIENCE

BLOGGING/HUMOUR WRITING

- Wrote scripts for corporate and film awards including the Filmfare Awards
- Run heartranjan.com - one of India’s longest running humour blogs
- Have been writing/performing stand-up comedy shows across India for the last four years
- Long-time contributor of humour articles to websites like Arre, 101India, TopYaps, and CricketCountry

COPYWRITING

- Wrote copy, conceptualized campaigns for local businesses and MNCs
- Clients included UNICEF, Tata Steel, Honda Motors, Microsoft

- Developed a web campaign for Game of Thrones for Bing
- Was involved in Public Relations, news tracking, and organizing press conferences/releases

CONTENT WRITING

- Technical writing for organisations across IT, Healthcare, Development industries.
- Clients include UNICEF, CARE Hospitals, Reverie Language Technologies, Progress Software
- Provide niche, industry-specific content that requires research and nuance.
- Developed Brand Identity/Logos/Online Personalities for brands across F&B, Education, Healthcare and IT industries

EDUCATION

University of Hyderabad, Hyderabad

MA Communication (Journalism) May 2012

- GPA: 8.8/10.0
- Editor of University newsletter and Annual magazine

BJB (Autonomous) College, Bhubaneswar

B. Com (Accounts) May 2007

- 63% (First Class with Distinction)
- Worked in a number of part time jobs that shaped my professional career

WORK SAMPLES – (Clickable Links)

BLOGS/ARTICLES:

[The Times of Taimur](#) – DailyO

“[Dear Nolan Saar, Myself Commerce Student](#)” - Arre

Urban Bourbon - [Weekly Humour Column](#) - The New Indian Express

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BRAND IDENTITY:

Conceptualisation and Content– [Indulge Ice Cream](#)

Social Media Manager – [Rajiv Gandhi International Airport, Hyd.](#)

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YOUTUBE/WEB:

The Unglis – [A Bollywood Tribute to Old Monk](#)

Stand Up Comedy – [Why Students Hate Mathematics](#)

MEDIA MENTIONS

- [Interview with *The Hindu*](#)
- [Interview with BlogAdda](#)
- [Interview with VoxSpace](#)
- [Article on ScoopWhoop on my blog](#)

Main, Sai Hrudaya Ranjan, Ishwar ko Saakshmi maante huye, yeh shapat leta hoon, ki saara above information sach hai. Sach ke siva kuchh bhi nahi. Thank you! :)