

# Vaish Kandhadai

Content Marketer

I have been sharing my passion for writing and social media marketing with news agencies, startups and non-profit organizations for over six years.

## EXPERIENCE

### Content Marketing Manager

[GiveTeens20](#) Mar 2016 - Present

- Improved audience engagement by 64% on social media by creating engaging content based on social trends and market insights
- Managed student interns and advisors in increasing production of every day and event specific social media content by 60%
- Spearheaded content programs to improve company's digital marketing capabilities across several social media marketing channels, including e-mail and company blog

### Content Marketing Consultant

[Speshio](#) May 2017 - Oct 2017

- Producing and curating engaging content for company's digital media projects, including blog, website and various social media outlets

### Content and Growth Consultant

[Motivate](#) Aug 2016 - Oct 2016

- Boosted audience engagement on digital media by 70% through a strategic growth and social media campaign
- Improved company's blog content through creative and informative posts and UI copy
- Established and maintained growth tracking and content calendars to better monitor company performance on digital initiatives

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Milpitas, CA

## SKILLS

Content Marketing  
Copywriting  
Social Media Marketing  
Email Marketing  
Graphic Design  
Content Analysis

## EDUCATION

### MBA (Information System)

[Troy University](#)

May 2015

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