

Neha Lubhavnee Bye Gunnoo

CO-FOUNDER OF LEFINTECH LTD

CONSULTANT
BRAND CONTENT STRATEGIST
SOCIAL MEDIA MARKETER
SEO WRITER


PROFILE


Driven by a passion for digital projects, technologies and entrepreneurship, I can apply my knowledge and skills to develop innovative solutions that drive products to success. By getting outside of my comfort zone, I have been exposed to a vast network of professionals in various industries, through which I have been able to learn from different leaders. Self-learning is one of my fortes so as to constantly be aligned with emerging trends. Through self-motivation, I strive to provide the best of my ability to new challenges and opportunities arising during my professional journey.

SPECIALIZATIONS

- Project Management
- Content Creation
- Innovative Strategies
- Creative Writing

CONTACT

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<https://theelysiangeek.com>

 [in/nehagunnoo/](https://www.linkedin.com/company/nehagunnoo/)

SKILLS

Wordpress	● ● ● ● ●
HTML CSS	● ● ● ● ●
Adobe XD/Logo Design	● ● ● ● ●
Social Media Marketing	● ● ● ● ●
SEO/Analytics/Content Marketing	● ● ● ● ●
Copywriting/Blogging	● ● ● ● ●
Proofreading/Translation	● ● ● ● ●
Self-Learning	● ● ● ● ●
Time Management	● ● ● ● ●
Team Spirit	● ● ● ● ●
Planning & Organization	● ● ● ● ●
Communication	● ● ● ● ●

CONSULTANT SOCIAL MEDIA MARKETER | CONTENT STRATEGIST

CLIENTS

2018 - PRESENT

Parseur - May 2020 : Present

- Brand Content Strategy / Growth Marketing
- Social Media Marketing
- SEO Writing
- Email Marketing

Fundkiss Technologies Limited - 2 months

- Brand Content Strategy
- Social Media Marketing
- Editorial Calendar
- Preparing content for emails & social media platforms

African Leadership University - 3 months

- Involved in the social campaign in collaboration with the CIM Scholarship
- Creative content creation & content writing for digital adverts
- Designing the social media calendar for the campaign
- Providing SEO articles in relation to the campaign
- Liaising with other Mauritian bloggers for the promotion of the campaign
- Coming up with different marketing strategies

SunXLium Services Ltd - 6 months

- Engagement and discussions with the Founder and Managing Director about marketing strategies and plans
- Coming up with innovative solutions with the team
- Designing professional newsletters for stakeholders and investors
- Creating info-graphics, product sheets, logo of the product, banners and flyers
- Designing the mobile application using Adobe XD
- Social media marketing to increase brand awareness, social traffic & visibility (SEO, Google Analytics, Ads & Campaigns)
- Developing the client buying's journey for the company
- Updating the team with digital marketing trends and technologies
- Website Content & articles on EV Chargers and technologies
- Incorporating the agile methodology & project management tools (JIRA) in digital marketing

Uncut. mu (On-off projects)

- Proofreading & Translation
- Creative Content Writing for their digital adverts

Harel Mallac Technologies (On-off projects)

- Proofreading & Translation
- Website Copywriter (in progress)

Others - SEO Content Writer

- Itineris Travel Ltd (1 SEO article)
- Weshare.mu (1 SEO article)
- Parents.mu (3 months)
- Adrenaline Factory (3 months for Matt Pokora Facebook campaign)
- Mauritius.com (5 months)
- Virtufully.com (**on-going**)

PROJECT MANAGEMENT

Project Support Officer

BARCLAYS MAURITIUS
SEPT 2018 TO FEB 2020

- Working closely with the COO, Heads of Department and Project leads
- Heavy involvement in the banking transition from Barclays to ABSA (Core Banking Systems, Re-branding of branches, Digital Projects and Innovation & Strategy among other projects)
- Assisting the Head of Department to oversee multiple projects simultaneously
- Preparing business presentations, reporting and analysis for the Steering Committee
- Project Governance, Project Administration and Resource Management

Project Management Associate

ACCENTURE
NOV 2016 TO AUG 2018

Internship

AFRASIA BANK LIMITED
JUL2014 TO DEC 2014

Customer Service Agent

MAURITIUS TELECOM - MYT
MAR 2012 TO JUN 2012

EDUCATION BACKGROUND

Certifications

- Copywriting Certified - DigitalMarketer Lab
- Google Digital Skills for Africa
- Campaign Manager Certification by Google
- SMstudy® Digital Marketing Associate certification Course
- Digital Marketing Essentials by ADBL
- Inbound Certification by HubSpot
- SCRUM Fundamentals Certified
- Google Ads Search

Achievements

- Speaker at DevCon 2020
- Finalist of Turbine Test Drive 2019
- Member of Digital Marketing Group of Mauritius
- Member of ZoliBloguettes (Blogging group in Mauritius)
- OpenSUSE Advocate for Linux /Hosting Linux Fest 2013
- CATS' Convention 2010
- Alliance Française 2003

Aug 2012 - Dec 2015
University of Mauritius BSC(HONS) MANAGEMENT (MINOR BUSINESS INFORMATICS)
2010 - 2010
University of Cambridge HIGHER SCHOOL CERTIFICATE

Languages

- English (Fluent)
- French (Fluent)
- Hindi (Conversational)
- Spanish (Beginner)

Hobbies

- Blogging
- Reading
- Self-Learning
- Photography