

Department of English

Date: 03.04.2023

Report on the Guest Lecture on “Content Writing as a Career: Preparation and Job Opportunities”

31st March 2023

A guest Lecture was organized by the department of English on 31.3.2023 at the seminar Hall, CSB, from 11.00 am to 12.40 pm. Ms. Supraja Krishnan, Product marketing manager at Salesforce, Bengaluru, was the resource person. The lecture was open only to a niche audience of 60 members with a flair for writing. All the students of B. A. English and the registered B.Tech students participated in the lecture. The full-time research scholars and the English department faculty attended the guest lecture. The resource person was highly experienced in content writing, and her lecture was very well received and appreciated by the students and the faculty.

The guest lecture had three segments. In the first part, she focused on the salient features of content writing, which is encapsulated below:

- Content writing is a rapidly growing field, with numerous job opportunities and a wide range of specialisations. To pursue a career in content writing, one needs to develop strong writing skills, learn the basics of SEO, and familiarise themselves with the latest trends in the industry.
- To prepare for a career in content writing, one needs to develop a strong foundation in writing. Reading widely and practising writing regularly is indispensable to developing these skills.
- In addition to writing skills, content writers also need to learn the basics of using keywords, optimising content for search engines, and how to analyse content.
- With the proper preparation and training, anyone can pursue a career in content writing and succeed in this exciting and dynamic field.

In the second part, the speaker focused on the different specialisations of content writing, which include:

1. Copywriting: Writing content for advertising and marketing campaigns.
2. Technical writing: Writing manuals, guides, and other technical documentation.
3. Blogging: Writing articles for blogs and online publications.
4. Social media writing: Writing posts and captions for social media platforms.
5. Content editing: Editing and proofreading content written by others.

The speaker dwelt on the numerous job opportunities in traditional and non-traditional settings in the third part. Some of the most common job titles in content writing include:

1. Content writer: Writing and producing content for websites, blogs, and other online platforms.
2. Copywriter: Writing advertising and marketing copy for print, online, and broadcast media.
3. Technical writer: Creating technical documentation for software, hardware, and other products.
4. Social media manager: Developing and executing social media campaigns, including writing posts and captions.
5. Content strategist: Developing and implementing content strategies for businesses and organizations.

Finally, in the Q and A session, she addressed how to create engaging and compelling content that stands out in a crowded online space, the different types of content writing, and what skills are required for each. The importance of creating a LinkedIn profile and posting sensible content in the online space was emphasized. The guest lecture inspired all the participants.

Photos taken during the Event



Invitation

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School of Social Sciences & Humanities

Department of English

Invites you
for
a Guest Lecture on

**“Content Writing as a Career:
Preparation and Job opportunities”**

 <p>Resource Person Supraja Krishnan Product Marketing Manager Salesforce Bengaluru</p>	<p>Date & Time Friday March 31, 2023 Time : 11.00 am to 12.40 pm Venue : Seminar Hall, CSB</p>
<p>Coordinator Dr.S. Vijayakumar AP/ English</p>	<p>Conveners Dr. Ayub Khan Dawood Dean / SSSH Dr.P.Rathna HoD / English</p>

Rathna
HoD / English

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