

# Rajitha Ratnam

[rajitha.ratnam@gmail.com](mailto:rajitha.ratnam@gmail.com)

## Personal summary

I am a content specialist with experience in writing for the web, using a variety of social media platforms and content management systems. I am used to writing to meet style guides and making sure that content is tailored to the appropriate audience.

## Areas of expertise

- Writing and editing web content
- Social media management
- Community engagement
- Website analytics
- Photography
- Adobe Creative Suite: Lightroom, Photoshop, Premiere, InDesign, Audition
- Microsoft Office
- Content management systems: Drupal, Wordpress, Liferay

## Work experience

### **hunter2: April 2017 – present**

#### **Volunteer Content and UX Lead**

- Working with a team of developers to build and maintain a framework for running puzzle hunts.
- Creating wireframes and mock-ups of web pages using Photoshop.
- Advising on aspects of UX and making decisions on design.
- Tracking issues in GitLab.

### **GAME/Player One Events: October 2016 – present**

#### **Community Team Volunteer at Insomnia Gaming Festival**

- Engaging with the community and promoting community gaming activities at the UK's biggest LAN gaming event.
- Providing community helpdesk support both in person and online (forums and Discord).
- Creating graphics and writing text for social media promotion and on site marketing.
- Writing and running a multi-day puzzle hunt competition.

### **Citizens Advice: September 2017 – January 2018**

#### **Assistant Content Designer**

- Designed and wrote content to help clients solve problems.
- Transformed complex information into easy to understand web content.
- Provided feedback on colleagues' work.

### **RCNi: May 2017 – September 2017**

#### **Assistant Website Editor**

- Handled XML-based web publication of one weekly nursing journal and ten specialist journals.
- Checked journal content for accuracy and fixed errors.
- Audited existing website content to evaluate the user experience.
- Carried out user testing on new website to assess functionality.
- Wrote reports based on test results and logged bugs in JIRA.

### **Feral Interactive: October 2016 – February 2017**

#### **PR Manager**

- Wrote press releases about new games.
- Maintained press contacts database.
- Posted announcements and interacted with community on Reddit, Steam and specialist gaming forums.
- Wrote and published Twitter and Facebook content.

### **Bristol City Council: July 2015 – July 2016**

#### **Assistant Website Editor and Quality Officer**

- Wrote and sub-edited content to ensure it met accessibility and SEO requirements.
- Rewrote existing content to make sure it was up to date and to meet a style guide based on plain English.
- Worked with multiple stakeholders to develop content for the website.
- Proofread and uploaded content using Drupal and Liferay.
- Evaluated user feedback and used this to make changes to content and UX design.
- Compiled analytics using Google Analytics.

## **Jacobs Wells Community Hub: July 2015 – September 2015**

### **Volunteer Website Developer**

- Set up a website using Wordpress.
- Customised templates using HTML and CSS.
- Trained hub leaders to use the CMS.

## **Bristol SU (University of Bristol Students' Union): Aug 2014 – July 2015**

### **Website and Digital Coordinator**

- Created and edited multimedia content for use online.
- Set out a content plan for the Bristol SU website.
- Maintained the website using HTML, CSS and JavaScript.
- Provided CMS training for staff members and student leaders.
- Used Hootsuite and Tweetdeck to run the Facebook and Twitter accounts for the Anson Rooms gig venue.
- Created monthly newsletters using Mailchimp for the Anson Rooms.
- Created regular analytics reports for the website and social channels using Google Analytics.
- Set up a project management system for the marketing team and trained team members to use it.
- Managed Bristol SU online shop using Magento and set up campaigns to generate sales.
- Photographed events and café/bar and shop products.

## **Who Do You Think You Are? Magazine: Aug 2014**

### **Work experience at a family history magazine**

- Wrote reviews, articles and events listings for both print and online.
- Uploaded content to website using Drupal.

## **The Guardian: Aug 2014**

### **Work experience as part of the Positive Action Scheme**

- Researched and wrote content for both print and online across several desks including G2 and Travel.
- Assisted with sub-editing using Adobe InCopy and Adobe InDesign.
- Edited video with Adobe Premiere for use online.

## **BBC: May 2014**

### **Broadcast Assistant for Radio 4 at Bristol Food Connections festival**

- Photographed a festival event.
- Wrote Twitter posts.

## **Bristol Life: Oct 2013 – Apr 2014**

### **Multimedia journalist for a news website**

- Interviewed and filmed contributors on location.
- Edited content using Adobe Premiere and Adobe Audition.
- Presented radio and TV news bulletins.

## **Nokia: Jul 2012 – Sep 2012**

### **Software Engineering Intern at Entertainment Product Creation**

- Implemented features of the Nokia Music web store using HTML5, CSS3 and JavaScript.
- Used Kanban Agile software development methodology.

## **Academic qualifications**

### **MA Journalism (Distinction)**

#### **University of the West of England: 2013 - 2014**

Researched and created multimedia content for online platforms, made radio and TV packages, and learnt about the ethics and laws that affect journalists.

### **BSc Computer Science (2:1)**

#### **University of Bristol: 2009 - 2013**

Learnt about the theory behind computation concepts and applied this practically, in the form of software projects both individually and in teams.

## **Interests and hobbies**

I am a naturally creative person and I enjoy photography, painting and craft projects. I also play video and board games and like coming up with new strategies and solving problems using logic. I play piano and taught myself guitar.

## **References available on request**