



## **Arabhi A Rajappan**

Content and Community manager

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### **Experience**

#### **BakBak Technologies**

September 2018-Present

##### ***Product-Mymandir app***

- Contacted and On boarded Power users to the app.
- Analyzed and improved notification click rate by optimizing the text and CTA of notifications, resulting in improving retention.
- Increased DAU by 20% and decreased uninstall rate.
- Communicate with Users, Influencers on a daily/weekly basis
- Ran multiple festival related campaigns to improve user engagement by 15%
- Prepare content strategies by Analyzing the Data in Google Analytics, admob, and metabase.
- Created ad campaign, videos, creatives, In-apps, Greetings, Posters, articles and info graphic posts for the special events.

## **Tinystep**

April 2018- August2018

(India's largest Parenting Network)

- Curated, developed and wrote content for Tinystep Malayalam website and facebook page.
- Co-ordinated with more than 10 freelancers every day, created weekly and monthly content calendars, handled 1 main page and 3 associated Facebook pages.
- Wrote more than 100 blogs on various topics which included pregnancy, healthcare, lifestyle, trending, SEO etc.

## **Wipro InfoTech**

### **L1 Storage administrator**

(Jan 2016- April 2018)

- Storage administration of IBM V7k, EMC, Hitachi, Netapp and DS storage.
- Administration and management of Brocade and Cisco switches.
- LUN provisioning, reclamation and expansion in above mentioned storages and monitoring
- Storage up gradation.

## **Education**

Bachelor of Science- Mathematics (MG University- Kerala)

## **Skills**

- Communication skill
- Good writing skill in Malayalam
- Floor policy adherence
- Good at basic designing.