

AYESHA MENDONCA

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EDUCATION

MLitt Publishing Studies

University of Stirling, UK
09/2021 - 09/2022

B.A. English Literature

St. Xavier's College, Mumbai
● 06/2016 - 03/2019

LANGUAGES

English **Native** ◆◆◆◆◆

French **Advanced** ◆◆◆

EDITOR AND CONTENT SPECIALIST

Motivated and creative Publishing Studies graduate with a strong foundation in client engagement, content creation and management. Seeking to leverage strong leadership, communication skills - both English and French, and editorial expertise in a dynamic role to drive organizational success. Diligence, strategic planning, and attention to detail are central to my approach and reflect my commitment to excellence in every task I undertake.

EXPERIENCE

Content Editor

03/2025 - Present

Soap Central, subsidiary of Sportskeeda Inc. Mumbai, India

Digital content agency concerned with enhancing online presence through quality content focusing on pop culture.

- Editing and proofreading content to ensure compliance with the style guide while enhancing clarity, structure, and factual accuracy.
- Communicating with writers to provide editorial feedback to ensure high-quality content.

Guest Services Assistant

01/2023 - 01/2025

The Scotsman Group

Edinburgh, UK

Hospitality business providing accommodation and restaurant services.

- Developed strong communication, customer engagement and problem-solving skills.
- Coordinated logistics for group events for 30 to 80 people.
- Handled administrative tasks, ensured team coordination, and trained new team members.
- Improved data sheets with formulas, making data entry and calculations faster.
- Devised effective plans to improve customer satisfaction, streamline overhead expenses, etc., thus improving the company's profit margin.

Editor

01/2022 - 07/2022

Stryling Press

University of Stirling, UK

Collaborative publishing project, producing an anthology of short stories and poems

- Edited and proofread content, ensuring adherence to publishing standards.
- Coordinated with authors and team members to meet deadlines and maintain quality.

SKILLS

Technical Skills

MS Office | Adobe Creative Cloud | Google DOCS | Project Management tools (Trello, Notion) | WordPress | SEO

Soft Skills

Problem Solving | Teamwork and Communication | Customer service | Adaptability

COURSES

French B2

KEY ACHIEVEMENTS

Conceptualized, wrote and designed a 10-page book as part of a Master's project.

Editor & Content Specialist

07/2021 - 09/2021

Haps Digital

Mumbai, India

Digital content agency focused on enhancing online presence through quality content.

- Edited and proofread content to enhance clarity, structure, and engagement.
- Communicated with writers to provide editorial feedback and ensure high-quality content.
- Managed and published articles using WordPress, optimizing SEO and readability.
- Utilized Trello and Notion for editorial workflow management.

English Language Assistant

10/2020 - 04/2021

Academy of Poitiers

France

Academic institution providing language education and intercultural experiences.

- Designed interactive English lessons, focusing on spoken and written communication.
- Fostered cross-cultural engagement by integrating elements of Indian and French cultures in class activities.

Editorial Intern & Researcher

02/2020 - 04/2020

Leap Beyond

Mumbai, India

Content and research organization focusing on in-depth analysis and information dissemination.

- Edited short essays and research pieces for clarity and coherence.
- Conducted in-depth secondary research to support content development.
- Compiled statistical data using MS Excel to enhance research projects.
- Managed editorial tasks using Trello for project tracking.

Content Writer

08/2019 - 02/2020

Caymus Tech

Mumbai, India

Educational consultant creating courses for upskilling tailored for tech companies.

- Conducted intensive research to create technology-focused articles.
- Developed content strategy for company blogs, ensuring SEO optimization.