

# ANIMESH DHARA

## Technical Writer | SaaS & Product Documentation

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## PROFESSIONAL SUMMARY

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Senior Technical Writer with 6+ years of experience across documentation, SaaS platforms, healthcare technology, and marketing communication. Proven track record in building high-impact content systems and managing large-scale digital audiences, including creating and scaling social media platforms with 5.8M+ organic followers across Facebook, Instagram, and YouTube. Experienced in translating complex technical and analytics-driven workflows into clear documentation while driving content strategy, product communication, and audience growth.

## WORK EXPERIENCE

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### Senior Content Writer

Worktual Innovations Pvt Ltd.

April 2026

- Standardized content across blogs, product documentation, and learning assets using instructional design and content consistency principles for an AI-powered SaaS CRM platform.
- Developed structured learning content, onboarding documentation, explainer materials, and knowledge resources to improve user understanding and adoption.
- Collaborated cross-functionally with developers, designers, and marketing teams to align learning materials with product functionality, user needs, and business goals.

### Technical Writer

Dexur Enterprises Pvt Ltd.

November 2023 – December 2024

- Owned end-to-end technical documentation for healthcare-focused and internal software platforms, authored and maintained using Markdown and HTML to ensure accuracy, usability, and audit readiness across web-based and internal knowledge systems.
- Led the creation of SOPs, user manuals, help guides, FAQs, and video help guide scripts, structuring content in Markdown and converting it into HTML-based documentation for technical, operational, and client stakeholders.
- Documented and maintained US healthcare workflows, including CMS programs (Star Ratings, VBP), healthcare analytics, chart abstraction, and hospital asset management.
- Managed release documentation, including version updates, change logs, and feature rollouts, collaborating with product and engineering teams to maintain HTML-rendered release notes and Markdown-based repositories.

### Content Writer

Imperial Overseas Educational Consultants

July 2022 – October 2023

- Created and reviewed structured website content, service pages, and process-based guides for international study and visa services.

- Developed clear, informative web content for study-abroad services, university profiles, and visa-related information, focusing on accuracy and user clarity.

## Technical Writer

Stratezic.Media

May 2020 – June 2022

- Delivered structured technical and SEO-driven content for SaaS products and digital platforms.
- Led content standardization across blogs, documentation, and explainer assets to ensure consistency and clarity.
- Worked closely with developers, designers, and marketers to align content with product functionality and brand positioning.

## EDUCATION

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### Research Training Program in Videogames and Boardgames Studies

2025- 2026

The Centre for Studies in Social Sciences | Calcutta

### Master of Arts in English Literature

2021- 2023

University of Hyderabad | Hyderabad

### Bachelor of Arts in English, French (minor)

2017- 2020

Banaras Hindu University | Varanasi

### Higher Secondary, CBSE 10+2

2015- 2017

Jawahar Navodaya Vidyalaya | Hooghly

## SKILLS

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- Technical documentation
- User guides and Learning Management System (LMS)
- Instructional design
- Content strategy
- Content marketing
- Social media management (5.8M+ followers)
- SEO writing and optimization
- Markdown, HTML, Oxygen XML Editor, MadCap Flare, Twine and Python proficiency
- US healthcare documentation

## ACHIEVEMENTS

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- Qualified UGC-NET (English).
- Attended international conference at the Gaming Institute, University of Waterloo.
- Published research in CyberOrient journal.
- Created and managed a high-growth social media ecosystem with 5.8M+ followers across Facebook, Instagram, and YouTube.

## LANGUAGES

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- English
- Hindi
- Bengali
- French

## CERTIFICATIONS

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**Udemy: Complete Copywriting Course from Beginner to Advanced**

**Udemy: Ninja Writing: Writing Skills, Copywriting & Content Writing**

**Udemy: Viral Blogging 101: Blogging & Content Writing Masterclass**