

JANANI PRIYADHARSHINI D

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Chennai, Tamilnadu

CAREER OBJECTIVE

Versatile and innovative content writer with a passion for storytelling and crafting compelling, SEO-driven content. Skilled at transforming complex ideas into engaging narratives that captivate audiences and enhance brand presence. Adept at research, strategy, and content optimization to drive meaningful engagement.

EDUCATION

- ANAND INSTITUTE OF HIGHER TECHNOLOGY**
Bachelor of Engineering in computer science
2018 - 2022 | Chennai, Tamilnadu
CGPA: 7.6

TECHNICAL SKILLS

- Content Writing & Editing:** Blog writing, copywriting, technical writing, and creative content development.
- SEO & Optimization:** Basics of SEO, keyword research, and content structuring.
- Research & Analysis:** Ability to create well-researched and fact-checked content.
- Technical Tools:** MS Office, basic graphic design tools, and content management systems.
- Additional Skills:** Proofreading, storytelling, and digital content strategy.

PROFESSIONAL EXPERIENCE

ML Data Associate

Amazon, Chennai | June 2023 - Jan 2025

- Assisted in content development for data training models, ensuring clarity and readability.
- Conducted thorough research and documentation to enhance content accuracy.
- Created knowledge base articles, internal documentation, and user guidelines.
- Contributed to AI model development by generating structured content for training modules.
- Worked on various content writing projects, including marketing copies, product descriptions, and training materials.
- Recognized with a **Pinnacle Award** for outstanding contributions.

PROJECTS

Clinical Future Outcome Prediction Using SVM

- Conducted data analysis and technical documentation on machine learning models for healthcare predictions.
- Applied Support Vector Machines (SVM) to predict clinical outcomes, showcasing expertise in data pre-processing and impact analysis.

PERSONAL STRENGTHS

- Strong writing and editing skills with a keen eye for detail.
- Ability to adapt writing style for various audiences and industries.
- Quick learner with a passion for continuous improvement.
- Excellent communication and collaboration skills.