

# Balaji G

+91 7397460813 | [cedricbalu@gmail.com](mailto:cedricbalu@gmail.com) | <https://www.linkedin.com/in/balaji-g-0101108b/> | Chennai, India

---

## PROFILE

Knowledgeable wordsmith with a unique ability to combine technical know-how and effective written communication techniques. A reliable and dedicated technical content writer with over four years of experience crafting compelling content for various industries. Proven track record of delivering high-quality content across diverse formats. Strong history of meeting deadlines and exceeding expectations. Passionate about delivering captivating content with an unobstructed path toward achievement.

## WORK EXPERIENCE

### TECHNICAL WRITER

FSM Software Global Solution Pvt Ltd

*Oct, 2023 - Present  
Chennai, India*

- Created and optimized diverse content formats, such as blogs, articles, case studies, white papers, brochures, standees, backdrops, webpage banners, and webpages, to enhance brand visibility and drive engagement for SaaS Products.
- Developed and executed targeted email campaigns to nurture leads, communicate product updates, and improve customer retention rates.
- Produced high-quality content aligned with the company's SaaS offerings, addressing the needs of field service management across various industries.
- Partnered with cross-functional teams to develop customer-centric marketing materials, supporting sales enablement and strengthening brand positioning.
- Delivered measurable outcomes, including increased website traffic, improved lead generation, and enhanced audience engagement, through SEO-focused and data-driven content strategies.

### TECHNICAL CONTENT WRITER

Integrass Technical Services

*Jan, 2023 - May, 2023  
Chennai, India*

- Produced engaging content, including blogs, webpages, newsletters, and social media posts, tailored to promote business solutions and eco-friendly products.
- Developed SEO-optimized content for IT solutions and e-commerce products, increasing online visibility and driving organic traffic growth.
- Partnered with design and technical teams to create content that aligned seamlessly with UI/UX designs and enterprise integration initiatives.
- Conducted in-depth research on emerging trends in app development and modernization to deliver authoritative and value-driven content for IT consulting services.
- Strategically planned and executed content campaigns, resulting in measurable improvements in audience engagement and website traffic.

### CONTENT WRITER

W2S Solutions

*Apr, 2022 - Oct, 2022  
Chennai, India*

- Created and managed various content formats, including internal blogs, guest posts, microblogs, product descriptions, newsletters, webpages, social media posts, and long-form articles.
- Developed SEO-optimized content to highlight SaaS solutions and advanced technologies, including Artificial Intelligence (AI), Machine Learning (ML), Big Data, and Cloud Computing.
- Collaborated with cross-functional teams to design and execute content strategies that enhanced brand visibility and drove digital engagement.
- Maintained consistent messaging and ensured high-quality content delivery by adhering to brand guidelines and meeting project deadlines across digital channels.
- Increased website traffic, audience engagement, and lead generation through strategic and impactful content creation efforts.

## CONTENT WRITER

Tranxite Technology

Jan, 2021 - Dec, 2021

Chennai, India

- Created SEO-driven content, including blogs, guest posts, microblogs, newsletters, and webpages, aligned with Blockchain and App Development solutions to enhance online visibility.
- Developed comprehensive articles and technical descriptions on cutting-edge technologies like DeFi, NFTs, Metaverse, and Web 3.0 to inform and engage target audiences effectively.
- Produced technical and marketing content to support digital campaigns, increasing organic reach and engagement across multiple platforms.
- Partnered with design and development teams to craft cohesive messaging for app and blockchain product launches, ensuring brand consistency.
- Boosted brand recognition and website traffic by developing content focused on trending blockchain topics, attracting a broader audience.

## MARKETING EXECUTIVE

A2Z Shipping Services

Jun, 2019 - Dec, 2020

Chennai, India

- Proficient in creating compelling email content tailored to company services, designed to engage and attract target customers effectively.
- Experienced in collaborating with and overseeing logistics and shipping partners to ensure seamless operational workflows.
- Demonstrated success in achieving and surpassing targets for freight volumes and gross margins.
- Strong commitment to delivering exceptional customer service and support in diverse situations.
- Adept at problem-solving, with the ability to resolve complex issues efficiently and effectively.
- Skilled critical thinker capable of analyzing challenges and presenting actionable solutions to clients.

## EDUCATION

### Bachelor of Technology, Information Technology

Anna University

Jul, 2015 - Apr, 2019

Chennai, India

## SKILLS

SEO Content Writing  
Editing & Proofreading  
Grammar & Error Checking  
Research & Fact Checking

Technical Writing  
Style Guides  
Information Mapping  
API Documentation

DITA & XML  
SDLC / DDLC  
C / C++ / Python  
HTML5 / CSS3 / JavaScript / SQL

## TOOLS

Adobe FrameMaker  
Madcap Flare

Oxygen XML Editor  
Microsoft Office Suite

Adobe Photoshop  
WordPress

## COURSES

Technical Writing: How to Write Software Documentation, Udemy

Content Marketing, HubSpot Academy

The Fundamentals of Digital Marketing, Google Digital Unlocked

Jan, 2025 - Jan, 2025

Feb, 2021 - Mar, 2023

Sep, 2020 - Sep, 2020

## LANGUAGES

English

Highly Proficient

Tamil

Highly Proficient