

Vishal Anand S

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Profile Summary

Result-driven Content Writer and Copywriter with over 3 ½ years of experience in creating compelling narratives across digital platforms. Proven track record of transforming complex concepts into engaging content that captivates audiences and drives results. Leveraged data-driven strategies to achieve an impressive average increase of **45%** in conversion rates. Adaptable and optimistic, thrives on new challenges and actively seek opportunities for greater responsibility.

Relevant Certifications

- Google Certification -Digital Marketing
- HubSpot -Social Media Marketing
- HubSpot -Content Marketing
- HubSpot -Email Marketing

Tools used

- WordPress
- Uber Suggest
- Answer the Public

Strengths

- Social Media Content
- Technical Writing
- Landing page content creation
- Brand Messaging
- SEO
- Keyword Research
- Blogs

Soft Skills

- Research
- Problem Solving
- Attention to Detail
- Editing
- Collaboration
- Time Management

Work Experience

Pulse Telesystems,Chennai (May 2023-Present)

Content Writer

- Developed compelling posts that boosted brand visibility by 40%.
- Produced engaging carousel posts, enhancing overall engagement rates.
- Crafted educational video content that translated complex concepts into accessible formats, resulting in a 25% increase in follower count.
- Generated SEO-compliant blog content, improving keyword rankings by 20%.
- Optimized outdated blog content to enhance readability and engagement.
- Created persuasive web and landing page content, leading to a 30% increase in click-through rates.
- Authored Google Ads and PPC ad copy, resulting in a 35% increase in conversions.
- Expertise in producing content for brochures, pamphlets, and presentations.

Zerozilla Infotech, Bangalore (Jan 2023 – May 2023)

Content Writer

- Collaborated with a team of three writers to create, edit, and proofread web and blog content.
- Partnered with the SEO team to develop website content, including meta tags, title tags, and headers for various sectors.
- Revamped existing website content to meet current SEO standards, resulting in a 15% traffic increase.
- Wrote compelling ad copy designed to maximize social media engagement and expand brand reach.
- Maintained content trackers and generated monthly performance reports for management MIS reporting

Smart Accountants, Chennai (Nov 2021- Jan 2023)

Content Writer

- Authored and published blog articles, attracting 8,000 monthly visitors.
- Achieved 110% productivity and 98% quality while producing original B2B and B2C content, tracked via Zoho Time Doctor and Zoho Cliq.
- Collaborated with the design team to adapt content for optimal user experience.
- Created impactful ad copy for social media platforms, enhancing product promotion.
- Contributed to clients' revenue growth through compelling content on the Amazon platform.
- Ensured content uniqueness through rigorous plagiarism validation.
- Developed engaging brochures and presentations, enhancing client brand visibility by 20% and driving new customer acquisition.
- Optimized legacy website content per current SEO best practices, resulting in increased traffic and higher search engine rankings.
- Utilized Trello for content tracking, ensuring timely posting across blogs and social media.
- Composed press releases that enhanced client visibility and customer engagement.

Reach Skyline, Chennai (Sep 2021- Nov 2021)

Freelance Copywriter

- Created social media posts and video content to effectively promote clients' businesses.
- Developed YouTube video scripts that strengthened online brand presence and showcased products/services.
- Published newsworthy content for TMB, successfully increasing customer acquisition.

IGlobe Systems, Chennai (Nov 2019- May 2020)

Customer Relationship Executive

- Crafted appealing content for pamphlets, websites, and blogs, driving organic traffic and increasing revenue.
- Created content for "Calling Bell" pamphlets.
- Proofread employee submissions to ensure authenticity, readability, and adherence to brand tone.
- Collected customer and vendor feedback, providing actionable insights for improved decision-making.

Education

Course	Specialization	University/ Institution	Year
M.C.A	Computer Applications	Asan Arts and Science College	2009 - 2012
B.S.C (C.S.C)	Computer Science	Alpha Arts and Science College	2006 - 2009

Personal Details

Date of Birth	29-January-1988
Nationality	Indian
Marital Status	Single
Communication Address	Divyaa Complex Block II 2nd Floor, Door No: N Kanniappan Street, Vadapalani Chennai, India 600026

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