



HEMALATHA RAJASEKARAN

CONTENT WRITER

 6383482779

 hemzraj96@gmail.com

 Puducherry

OBJECTIVE

Seasoned Content Writer with 3.8 years of hands-on experience in crafting impactful blog and article content for diverse platforms. Proficient in maintaining brand consistency and style while delivering compelling narratives, backed by a proven track record of enhancing brand visibility and engagement

WORK EXPERIENCE

2024 - present

NETKATHIR TECHNOLOGIES, PUDUCHERRY

Content and Digital Marketing Executive

- Developed and managed engaging website content and blog articles, ensuring consistent brand messaging and SEO optimization to drive user engagement and enhance online presence.
- Crafted compelling social media posts for Facebook, Instagram, and LinkedIn, strategically aligning content with audience trends to foster interaction and amplify brand visibility.
- Collaborated with marketing teams to refine content strategies, leveraging data analytics to evaluate performance and optimize content delivery across web, blog, and social platforms.

2023 - 2024

4A IP SOLUTION ADVOCATES AND IP ATTORNEYS, PUDUCHERRY

Content Writer

- Enhanced social media engagement by creating and curating impactful content, strengthening brand connections, and steadily expanding online visibility through a consistent, data-driven strategy.
- Managed and optimized a comprehensive content calendar for premium, SEO-optimized blogs and articles, aligning publication schedules with corporate goals to boost traffic and establish industry authority.
- Collaborated with cross-functional teams to integrate client feedback and market insights, leveraging analytics tools for agile strategy adjustments that increased lead generation and refined content performance.

2021 - 2023

ARCTURUS PVT., LTD.,- PUDUCHERRY

Content Writer

- Crafted engaging blog and article content across multiple platforms, showcasing a unique writing style while strictly adhering to rigorous editorial standards to enhance brand reputation.
- Conducted comprehensive internet research to enrich content credibility and depth, ensuring timely delivery and supporting robust, fact-based narrative development.
- Edited and proofread all content with precision, guaranteeing flawless grammar and adherence to style guidelines to maintain consistency, professionalism, and overall quality.

EDUCATION

2016-2020	B. TECH, COMPUTER SCIENCE ENGINEERING Rajiv Gandhi College of Engineering & Technology	77.40%
2016	HSC Vivekananda Higher Secondary School	83.9%
2014	SSLC Vivekananda Higher Secondary School	69.8%

SKILLS

- Content strategy
- SEO Knowledge
- Creative writing
- Editing and Proofreading
- Social Media Expertise
- Ghostwriting
- Microsoft office skills
- Writing Versatility
- Editor Collaboration
- Strong Research Ability
- Deadline Management

LANGUAGES KNOWN

English

Tamil

DECLARATION

The information stated above is true to the best of my knowledge and belief.

Hemalatha R