

# SHANTANA EDWARD

## CONTENT WRITER

### CONTACT

☎ 9025019782

✉ edwardshantana021201@gmail.com

📍 Ramapuram , Chennai

### EDUCATION

2023-present

MADRAS UNIVERSITY

- Master of Arts (English)

2019 - 2022

PATRICIAN COLLEGE

- Bachelor of Arts (English)

### SKILLS

- Teamwork
- Time Management
- Effective Communication
- Critical Thinking
- Writing skill with proper grammar

### LANGUAGES

- English (Fluent)
- Tamil (Fluent)

### PROFILE

As a content writer I create written material for various platforms, such as websites, blogs, social media, advertisements, and more. My primary goal is to craft engaging, informative, and well-researched content that resonates with the target audience. Pursuing strong writing skills, with a good understanding of SEO (Search Engine Optimization), and the ability to adapt to writing styles of different industries and formats. Goal is to enhance online visibility and improving user engagement for businesses and brands.

### WORK EXPERIENCE

#### SUTHERLAND

2024 - PRESENT

Content / Technical writer

- Source publicly available contact information and content to create product support information for end users.
- Communicate with contacts via emails and internal ticketing tools to source contact information.
- Check sourced information for validity and availability on internal tools and database. Use internal tools(Oxygen XML, DITA creation) to publish sourced content for end users.
- Capture, index, sourced and published content in Excel Streamline processes and build flowcharts where applicable.
- Authoring English and translated files such as German, Dutch, Spanish, Italian and French.

#### THE INDIAN PUBLIC SCHOOL

2023 - 2024

HRT / Content creator

- Worked as a HRT(Home room teacher) specialised in English.
- Created required content and details using search engines available online to source information about the subject.

#### OMEGA HEALTHCARE

2022 - 2023

AR caller

- Experience in contacting agent from various insurance companies to verify and receive details of and about patients.