

CONTACT

7358613567

swetha.yoga12@gmail.com

D 503, Santha Towers,
Paruthipattu, Avadi,
Chennai - 600071

EDUCATION

M. Tech Biotechnology
Sri Venkateswara College of
Engineering
(September 2018-September 2020)

B. Tech Biotechnology
Vel Tech High Tech Dr. Rangarajan
Dr. Sakunthala Engineering College
(August 2013-May 2017)

HSC
Velammal Matriculation Higher
Secondary School
(August 2011-April 2013)

SSLC
St. Kevin's Anglo Indian High School
(April 2001 - April 2011)

SKILLS

- Content writing
- Copy writing
- SEO
- Content marketing strategies
- Digital marketing
- Script writing - Podcast,
Instagram Reels and YouTube
Shorts
- Creative writing
- Web page writing

Technical Tools Expertise

- Ahref
- Semrush
- Grammarly
- Google Analytics
- Search Console
- Jira

AASHINYA Y

SENIOR CONTENT WRITER

PROFILE

Content Writer with a research background and proven expertise in enhancing Brand visibility and Website impressions through effective content strategies.

WORK EXPERIENCE

Shriram Finance Limited

Senior Content Writer

August'2023 - Present

- Started as **Content Writer** at **Novac Technologies** - IT wing of **Shriram Finance Limited**
- Contributed to **content marketing initiatives** across Instagram Reels, **Paid marketing campaigns**, Automation content and YouTube Shorts.
- Got promoted to **Senior Content Writer** at **Shriram Finance Limited**
- Gained expertise in product and technical writing
- Demonstrated ability to **increase social media followers by 100%** and **boost engagement** on Instagram, Facebook and LinkedIn by creating compelling posts, stories and campaigns
- Launched and developed a new **podcast initiative** - worked both as a scriptwriter and podcaster, further expanding content reach and engagement
- Wrote **ad copies for Meta and Google ads**, resulting in a **30% increase in leads**

Star Health and Allied Insurance Co Ltd

Content specialist

March'2022 - August'2023

- **Experienced Content Writer** with a portfolio of **200+ well-researched and impactful blogs**, focusing on health, wellness and lifestyle topics
- Authored **top-ranked blogs** - on different titles/topics like -
 - *14 Health Benefits of Swimming*
 - *Chiropractic Care*
 - *Health and Beauty Benefits of Curd*
 - *Blood Donation*
- Successfully generated **1 million impressions** through a combination of blogs, Google Web Stories, Instagram Stories and Newsletters
- Leveraged content marketing strategies to drive engagement and reach
- Hands-on experience in **SEO strategies** to optimize content and improve visibility

Deanta Global Publishing

Copy Editor

October'2017-November'2018

- Focused on ensuring grammar correctness, clarity and readability of manuscripts received from around the world as a Copy Editor.

WEB LINKS

LinkedIn: <https://www.linkedin.com/in/aashinya-yoganathan-92a743128>

Read stories written by Aashinya Yoganathan on **Medium** :
<https://medium.com/@swetha.yoga12>