

EDNA PEARSON

Senior Associate on contract

PERSONAL INFORMATION

✉ Email
ednapearson05@gmail.com

📞 Mobile
(+91) 9496995072

📅 Total work experience
8 Years 0 Month

🌐 Social Link
linkedin.com/in/ednapearson-2340b6220, PORTFOLIO:
<https://drive.google.com/file/d/1gy3-rs9dJono5kYSjKs1IDEzGQHx3tYy/view?usp=sharing>

KEY SKILLS

marketing
content writing
creative writing
blog writing
web content writing
content editing
article writing
technical writing
copy writing
content management
content development
proof reading
content strategy
content creation
Chat Bot Marketing
AI Training

OTHER PERSONAL DETAILS

City Chennai
Country INDIA

PROFILE SUMMARY

With 8 years of experience in content writing, I have honed my skills in various areas including Content Creation, SEO Analysis, and Client Management. Proficient in Excel and MS Office, I have expertise in Creative Writing, Academic Writing, and Content Editing. Skilled in Communication and Team Management, I have successfully managed projects and enhanced user engagement through high-quality content.

EDUCATION

2016 M.A
Calicut University
2014 B.A
Calicut University
2011 XIIth
English
2009 Xth
English

WORK EXPERIENCE

Dec 2024 - Present Senior Associate on contract
Innodata India
- Working on the enhancement of the search engine's functionality for the APPHE project in collaboration with Apple Music.
- Implementing guideline-based music rating to optimize search results and improve music discoverability.
- Focusing on optimizing the AI system's response behavior to ensure accurate and context-aware search results.
- Aligning the output quality with Apple Music's standards to enhance user experience.

Aug 2024 - Nov 2024 Reporting Manager
LiveSecure Protection Forces
As a reporting manager, I was responsible for producing time-sensitive reports that were delivered at specific times each day. These reports were the final versions sent to clients, ensuring they were professional, concise, and factual. They were drafted based on live updates from the security guards about the security status of specific sites or properties.

LANGUAGES

- English
- Malayalam

Dec 2023 - Jul 2024

Process Associate

Han Digital Solution

Process Associate at Han Digital and actively engaged in the Bedrock project, a collaborative effort with the client, Amazon. Key responsibilities include enhancing an AI chatbot's functionality through sophisticated image data analysis, focusing on optimizing the chatbot's response capabilities for Amazon.

Strict adherence to American English was maintained in all written content.

Expert in image analysis, adept at deciphering graphs, infographics, floor plans, and stock images to enhance content for Amazon's AI advancements, which is why only content writers are selected for this role. Subject to document the exact production hours on Excel sheets and out put quality was ensured through regular audits.

Jun 2023 - Dec 2023

Ghost Writer

Brightrays

Delivered high-quality content (800-2600 words) in American English, targeting the American market in sectors including home decor, interior design, architecture, paint, and lifestyle. Enhanced user engagement by implementing relevant Amazon product links and meta descriptions, contributing to an improved user experience. Developed in-depth SEO expertise, with a proficient understanding of SEO strategies and tools, aligning with industry best practices.

Dec 2021 - Mar 2023

English Trainer

Starmedix Medical Scribing Institute

Designed and implemented an English training curriculum (following American English standards).

Jun 2017 - Mar 2018

Assistant Professor (On Contract)

Malabar Christian College

Managed a variety of administrative responsibilities.

Projects

273 Days

Fatalism in Homers Iliad, a Case Study of Achilles

This was my dissertation for post graduation.

COURSES & CERTIFICATIONS

- Content Writing Master Course
- SEO master class
- UGC Net (University Grants Commission National Eligibility Test)

