

# Kalaimathie

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## Executive Summary

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Dynamic Content and Technical Writer skilled in creating API Documentation, UX Writing, and Knowledge Base Creation. Proficient in developing SEO-optimized content, technical guides, and marketing materials. Adept at translating complex concepts into actionable content and collaborating with cross-functional teams.

## Professional Experience

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### Sutherland Global Services

*Perungalathur*

#### Associate Content Writer

*August 2023 – Present*

- Crafted, revised, and refined over 100+ pieces of high-quality content per month while maintaining a consistency rate of 98% in accuracy and clarity, aligning with established quality standards.
- Maintained a strong track record of meeting daily content production goals, even in high-pressure situations with tight deadlines.
- Leveraged Large Language Models (LLMs) to analyze and enhance 50 user manuals monthly, improving precision and clarity in technical documentation while aligning with strict quality standards.
- Developed content that balanced information with engagement, ensuring compliance with company policies and editorial guidelines, thus enhancing brand consistency in digital platforms.
- Quickly adapted to shifting project priorities, effectively managing multiple content streams to ensure timely delivery of high-quality content.

## Internships

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### Content Writing Intern – IIM Skills

*March – August 2023*

Gained hands-on experience in content creation, editing, and optimizing content for digital platforms.

## Certifications & Training

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**Certified Digital Marketer** – Advanced Digital Marketing Course, Digiperform

**Certified Content Writer** – Content Writing Master Course, IIM Skills

## Technical Skills

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- **Content Development:** Content Writing, Technical Writing, Prompt engineering, Gen AI, Proofreading, Editing
- **Tools & Platforms:** API, XML, LLM, MS Office Suite, Canva, Photoshop, Git, GitHub
- **SEO & Marketing:** SEO, SEM, Google Ads, Keyword Research, Ubersuggest, WordPress, Yoast SEO, Social Media Marketing, Google Analytics, Infographic Content Development, Content Strategy

## Educational Credentials

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### Vidhya Sagar Women's College

*Chengalpattu*

*Bachelor of English Literature (Under Madras University)*

*2017–2020*

## Languages

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**Fluent:** Tamil, English | **Conversational:** Kannada, Hindi