

PROFILE SUMMARY

With over 5 years of experience, I excel as a content writer and am proficient in creating compelling, high-quality content. I possess expertise in generating content for social media marketing, blogs, and websites while adhering to SEO best practices. My proficiency extends to utilizing tools such as Google Analytics, resulting in a notable enhancement in user engagement and a remarkable increase in website traffic.

FUNCTIONAL AREAS

- Copywriting
- Website copy
- Blog writing
- Advertising
- Editing and Proofreading
- Creative writing

WORK EXPERIENCE**Seamless Speciality Infra Projects Private Ltd****• Senior Content Writer****02/2022 – Till date**

- Developed captivating content across multiple channels, including blogs, digital ads, landing pages, marketing/sales emails, presentations, and brochures, resulting in an increase in lead conversion and a boost in website traffic.
- Managed the company's social media accounts, such as Instagram, Facebook, and LinkedIn, and achieved a 22% increase in user engagement.

Shreshtha Business Solutions**01/2021 – 01/2022****• Senior Content Writer**

- Effectively communicated with 20+ clients, consistently meeting their content needs and maintaining a satisfaction rate of 95%.
- Produced 20+ well-researched content for websites and social media while adhering to SEO guidelines.
- Worked closely with writers, designers, and production to ensure all projects were delivered on time.

Freelancing**• Freelance Content Writer****02/2019 - 12/2021**

- Accomplished professional with a track record of proofreading and editing high-quality content for websites, blogs, and social media, resulting in a 15% increase in engagement.
- Collaborated with clients to ensure consistent tone, voice, and brand messaging, resulting in 95% client satisfaction.

Sakshi Automation Solutions Private Limited

- **Subject Matter Expert**

01/2017 - 01/2019

- Collaborated with content writers and instructional designers to create engaging, technically accurate, and instructionally sound eLearning content, increasing student engagement.

Bhजारंग Engineering College

- **Lecturer June 2012 – June 2016**

Lord Venkateswara Engineering College

- **Lecturer May 2008 – May 2010**

CERTIFICATIONS

- Diploma in Technical Writing- April 2019
- Content Marketing Certified by Hubspot-Oct 2021
- Better Business Writing Skills by Udemy- Feb 2022
- Content Writing Master course by IIMSKILLS- Dec 2022

FUNCTIONAL SKILLS

- Grammarly
- Microsoft Office suite
- Semrush
- Google keyword planner and Ubersuggest

SOFT SKILLS

- Time management and Effective communication
- Communication and Interpersonal skills
- Research and Analysis

EDUCATION

- **Master of Technology (Information Technology)**

04/2010 – 04/2012

- Sathyabama University

- **Bachelor of Technology (Information Technology)**

04/2002 – 04/2006

- Francis Xavier Engineering College