

PAVITHRA G

Content Writer/Copywriter



OBJECTIVE

To utilize my strong writing skills and creativity to deliver engaging and exceptional content that connects with audiences and drives results for clients and organizations.



WORK EXPERIENCE

DigiNadu Global Tech Pvt Ltd

NOV 2024 - PRESENT

Content Strategist

- Managed content creation for 10 clients, ranging from small businesses to global enterprises, ensuring tailored strategies to meet diverse industry needs.
- Developed engaging and brand-aligned content for social media platforms, catering to both client projects and internal campaigns.
- Conducted in-depth case studies and competitor analyses to inform strategic decision-making and improve content effectiveness.
- Crafted high-quality content, including articles, blogs, Ads campaign copy, case studies, website content, brochures, and standees with a focus on SEO and user engagement.
- Delivered optimized website copy for various platforms to enhance user experience and drive conversions.
- Suggested content formats and topics based on platform trends and audience behavior to ensure relevance and engagement.
- Collaborated closely with designers and digital marketers to create cohesive, visually appealing, and impactful campaigns.

Colan Infotech Private Limited

MAY 2023 - NOV 2024

Content Writer

- Developed SEO-optimised blog posts on diverse topics, contributing to a 30% increase in organic traffic and significantly improving search engine rankings.
- Crafted engaging social media content for platforms like LinkedIn, Instagram, and Facebook leading to significant growth in follower base and a notable boost in overall engagement rates.
- Produced compelling copy for Google Ads campaigns, optimizing ad performance and achieving a 20% increase in click-through rates (CTR) and a 30% reduction in cost-per-click (CPC).
- Designed and implemented email marketing campaigns, including content creation for newsletters and promotional emails, leading to 20% increase in conversion rates.
- Wrote persuasive website copy for various brands, enhancing user experience and driving a 25% increase in lead generation.



ACHIEVEMENTS & CERTIFICATIONS

Best Employee Award (Q4) - Colan Infotech

AI Tools Workshop - Be10X

Creative Writing Course - Udemy



CONTACT

+91 8489674001

pavithraguru01@gmail.com

Thousand Lights, Chennai

https://www.linkedin.com/in/g_pavithra_39b9b1247/

SKILLS

- Copywriting
- Content Strategy
- Social Media Marketing
- Ads Copywriting
- SEO Copywriting
- Creative Writing
- Research Analysis
- Flexible writing style
- Audience understanding
- Editing and proofreading
- Time management skills
- Tool and tech familiarity

LANGUAGES

- English (Fluent)
- Tami(Fluent)

EDUCATION

**Ayya Nadar Janaki
Ammal College, Sivakasi**

2019 - 2022

CGPA - 7.1/8