

# DURGA SANTHOSINIE J

C O N T E N T   W R I T E R



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📍 Chennai, Tamil Nadu

## Core Competencies

- Content Strategy & Planning
- SEO Writing & Optimization
- Blog & Article Writing
- Social Media Content
- Email Campaigns
- Thought Leadership Content
- Keyword Research & Placement
- B2B & B2C Writing
- Product & Landing Page Copy
- CMS Management (WordPress, Zoho Sites)
- Content Analytics & Reporting

## Technical Skills

- Ubersuggest
- SemRush
- Zoho Writer
- Ghost (CMS)
- Canva
- Trello
- Google Analytics
- Google Docs
- Google Sheet
- Google Search Console

## Languages

- Tamil
- English

## PROFILE

Creative and detail-focused Content Writer with over 2 years of experience in delivering impactful digital content for SaaS, education, construction, and child care industries. Known for transforming complex topics into engaging narratives that support business goals, improve search visibility, and connect with diverse audiences. Backed by a strong academic foundation in English Literature, having secured first rank in MA English for her graduating batch. Proven ability to manage full content cycles from ideation and research to publishing and performance analysis while consistently maintaining brand voice and engaging target audiences.

## EXPERIENCE

**ABSOLUTE APP LABS, Chennai**  
2023 (June) - 2025 (Present)

- Led delivery of high-quality content across client projects, including website copy, blogs, landing pages, and product messaging.
- Revamped internal content frameworks by aligning tone and structure with brand expectations across diverse industries.
- Collaborated with UI/UX teams to develop microcopy for digital platforms, enhancing user flow and product clarity.
- Supported client onboarding and marketing efforts by creating proposal decks, demo scripts, and training documentation.
- Streamlined planning processes by organizing deliverables through Trello and Zoho Writer to maintain consistency in publishing.
- Played a key role in setting brand tone for new product launches by defining messaging strategy and voice guidelines.
- Worked cross-functionally with SEO, design, and project teams to ensure content aligned with campaign and product goals.
- Contributed to content audits by reviewing existing material for consistency, tone, and keyword alignment, ensuring all assets met brand standards.
- Participated in brainstorming sessions for campaign concepts and content themes, offering creative input that supported overall messaging strategy.

## **E D U C A T I O N**

### **LADY DOAK COLLEGE**

Bachelor of Arts in English Literature

2018 - 2021

### **MEENAKSHI COLLEGE FOR WOMEN**

Master of Arts in English Literature

2021 - 2023

## **CERTIFICATION**

Certified from GOOGLE Unlock Digital Online Course in Digital Marketing

Certified from SWAYAM NPTEL in Developing Soft skills & Personality (IIT Kanpur)

Book (Anthology) Compilation & Co - Author

Akavai Publication, Musing of Originality (Mar, 2023)

Spectrum Thoughts Publication, Binding of Hearts (Apr, 2021)

Spectrum Thoughts Publication, Treasure Adventures (May,2021)

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