



PAVITHRA

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OBJECTIVE

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

SKILLS

- Strong Writing Skills
- Researching Skills
- Creativity
- SEO Knowledge
- Editing and Proofreading
- Adaptability
- Grasping the audience
- Knowledge of Content Tools
- Adherence to various writing styles
- Good Communication

INTERESTS

- I like to compose paintings and handicrafts

EXPERIENCE

20.06.2022 -
31.03.2023

Jazz Public School

English Language Trainer

01.04.2023 -
01.05.2023

Faucone

Content Writer Intern

- 1) Provided editorial, creative, and technical support to team members, also edit and proofread written pieces before publication
- 2) Developed original content for the company's site and other social media platforms.
- 3) Collaborated with team members, and incorporate their views in blog posts.
- 4) Given SEO-friendly content with internet-based research for various technical topics.

19.05.2023 -
18.11.2024

Colan Infotech Private Limited

Content Writer

- 1) Developed SEO-optimised blog posts on diverse topics, contributing to a 30% increase in organic traffic and significantly improving search engine rankings.
- 2) 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.
- 3) 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).
- 4) Designed and implemented email marketing campaigns, including content creation for newsletters and promotional emails, leading to 20% increase in conversion rates.
- 5) Wrote persuasive website copy for various brands, enhancing user experience and driving a 25% increase in lead generation.

20.11.2024 -
Present

DigiNadu Global Technology Private Limited

Content Strategist

- 1) Managed content creation for 10 clients, ranging from small businesses to global enterprises, ensuring tailored strategies to meet diverse industry needs.
- 2) Developed engaging and brand-aligned content for social media platforms, catering to both client projects and internal campaigns.
- 3) Conducted in-depth case studies and competitor analyses to inform strategic decision-making and improve content effectiveness.
- 4) 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.
- 5) Delivered optimized website copy for e-commerce platforms to enhance user experience and drive conversions.
- 6) Suggested content formats and topics based on platform trends and audience behavior to ensure relevance and engagement.
- 7) Collaborated closely with designers and digital marketers to create cohesive, visually appealing, and impactful campaigns.

EDUCATION

2019 - 2022

Ayya Nadar Janaki Ammal College, Sivakasi

Bachelor of Arts (English Literature)

110/140

ACHIEVEMENTS & AWARDS

- 1) Completed Creative Writing Course in Udemy.
- 2) Won Second prize in "PEN A POEM" conducted by St. Xavier's College, Palayamkottai.
- 3) Participated in Online Course on "QUARANTINE LITERATURE" organized by the Department of English, A.P.C. Mahalaxmi College for Women, Thoothukudi.
- 4) Completed an Online test on TRANSFORMATION OF SENTENCES IN ENGLISH designed by the Department of English, K.H Government Degree College, Dharmavaram.

PUBLICATION

Blog spot Publication

I like to craft stupendous blogs, articles, poems and quotes that engage the audience.

(<https://pavidreamdiary.blogspot.com/?m=1>)