

Jayalakshmi J

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Summary

- A highly motivated, passionate, and detail-oriented content writer with 6+ months of experience creating engaging, SEO-optimized content. Skilled in writing articles, blogs, and social media posts, seeking an opportunity to contribute to a dynamic team and grow in the content writing domain.

Skills

- **Content Writing:** Academic writing, blog writing, article creation, short and crisp content writing
- **SEO:** Attractive outline creation, basic keyword research
- **Tools:** Microsoft Office Suite, Google Docs, Google Sheets, Grammarly, WordPress, Canva
- **Soft Skills:** Creativity, time management, research methodology, attention to detail.

Work Experience

EduJunior
Content Writer

Ghaziabad, UP
Dec 2024 – Feb 2025

Admission Jockey
Content Writer Intern

Dehradun, UK
Sep 2024 – Nov 2024

- Wrote and edited blog posts on the various colleges, ensuring high readability and engagement.
- Conducted keyword research and implemented SEO strategies to improve online visibility.
- Utilized tools such as Canva to create social media posts.

Abroad Connect
Program Counsellor

Tirupati, AP
Apr 2024 - July 2024

- Counselling the students on various programs who want to pursue their careers abroad.

Confidential
Research Associate

New York, US
Nov 2023 - Feb 2024

- Researched the MNCs, prepared the content in the spreadsheets, and created social graphs based on billionaires.

Overseas Education Group
Educational Counsellor

Hyderabad, TS
Aug 2023 - Nov 2023

Turingminds.ai
ML Analyst

Hyderabad, India
Jan 2022 - Apr 2023

- Leveraged tools such as **NumPy**, **Pandas**, and **sci-kit-learn** to preprocess and analyze datasets, revealing key insights and identifying significant trends.
- Designed and implemented predictive models and machine learning algorithms to solve intricate business problems and provide data-driven solutions.
- Daily responsibilities involved extracting, preprocessing, and wrangling data, conducting exploratory data analysis, developing predictive models, evaluating their performance, visualizing insights, and staying current with emerging techniques and algorithms in the rapidly advancing field of data science.

Certification

- **PGP in Computational Data Science from UpGrade - INSOFE and Case Western Reserve University**

Education

Aurora's Degree & PG College
BSc in Physics | CGPA - 8.98

Hyderabad, India
June2018 - Dec2021