






PAVITHRA

Content Writer/Copywriter

Overview

Content Writer with over 2 years of experience in creating SEO-friendly content for B2B & B2C audiences. Skilled in writing web content, blogs, ad copy, email campaigns, and case studies. Known for driving traffic, improving engagement, and delivering content aligned with brand tone & marketing goals

Contact

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-  Thousand Lights, Chennai

Expertise

- Copywriting (Web, Ads, Email)
- Content Strategy & Planning
- SEO Content Writing
- Social Media Content
- Content Calendar Management
- Keyword Research & On-page SEO
- Content Editing & Proofreading
- Audience Engagement
- Competitor Analysis

Tools & Platforms

Grammarly | WordPress | Google Docs | Google Analytics | Canva | SEMrush

Education

Ayya Nadar Janaki Ammal College
2019 - 2022

Language

English & Tamil

Work Experience

DigiNadu Global Tech Pvt Ltd

Content Strategist (Nov 2024 - Present)

- 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 e-commerce 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

Content Writer (May 2023 - Nov 2024)

- 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 Pvt Ltd
- AI Tools Workshop** – Be10X
- Prompt Engineering Course** – Udemy
- Creative Writing Course** – Udemy