

Senior Content Writer | SEO Specialist | Creative Strategist

Bringing Words to Life for Over a Decade

Dynamic and creative Content Writer with over 10+ years of experience crafting impactful content for digital marketing, blogs, articles, newsletters, and social media. Proven expertise in SEO-driven strategies that enhance organic traffic, increase engagement, and elevate the user experience. Adept at transforming complex topics into compelling, accessible narratives. Skilled in cross-functional teamwork and seamless project delivery, with a keen eye for detail and a passion for perfecting every word.

Key Skills

Content Writing | Copywriting | SEO Optimization | Blogging | Editing & Proofreading
Email Campaigns | Social Media Content | Research Writing | Digital Marketing Support

Technical Proficiency

- MS Word, Excel, PowerPoint, Canva, Grammarly
- Social Media Management Tools

PROFESSIONAL EXPERIENCE

☐ GoAskNow Technologies – Senior Content Writer / SME (English) Mar 2023 – Present | Chennai

- Created curriculum-aligned content with a focus on educational clarity and learning outcomes
- Crafted well-researched, thoughtful content with attention to tone, structure, and target audience
- Ensured originality and alignment with SEO and instructional standards

☐ GI SOCIAL – Senior Content Writer 2017 – 2023 | Chennai

- Delivered 2000+ words daily for social media posts, blogs, newsletters, and proposals
- Generated content for SAAS products, mobile apps, and digital branding materials
- Collaborated with designers to produce infographic-supported campaigns
- Conducted SEO audits and re-optimized blog content with fresh keywords
- Created over 100+ original blogs/articles for diverse client industries

☐ AstroVed – Content Writer 2012 – 2017 | Chennai

- Produced daily marketing emails and 3+ blogs/articles spanning astrology, wellness, and spirituality

- Maintained a high publishing volume while ensuring accuracy and search visibility
- Refreshed legacy content using up-to-date SEO strategies

□ **S10 Technologies – Content Manager**
Dec 2014 – Mar 2015 | Chennai

- Developed content for hospital websites and healthcare marketing materials
- Managed a team of 4 writers and oversaw digital campaigns
- Created PowerPoint decks, flyers, and social media posts tailored to medical audiences

□ **Freelance Projects (Part-time) – Digital Marketing & Spiritual Content**
2015 – 2020

- Remote writing for Dubai-based Digital Marketing Consultant Mr. Bismil Razik

□ **Earlier Career Highlights (2007–2009)**

- Writer & Proofreader – English magazine “Day to Day Needs,” Chennai
- Prose Checker – Nadi Astrology (astroved.com), Chennai
- Content Writer – Medindia.net (Yoga & Alternate Healing), Chennai

□ **Education**

- Bachelor of Arts in History: Lady Doak College, Madurai Kamaraj University
- Higher Secondary: St. Joseph`s Convent, Coonoor
- High School: Rosary Matriculation Hr Sec School, Chennai