

VAISHNAVI

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Professional Summary

Creative and detail-oriented Content Marketer with 1.5 years of experience in writing SEO-optimized blogs and product-focused content. Proficient in WordPress and Elementor with a strong focus on user value and search intent. Skilled in on-page SEO, blog strategy, and content publishing. Eager to grow into broader content or product marketing roles.

Professional Experience

Associate Content Marketer | Joy Technologies | Jan 2024 – Present

- Wrote and published 50+ helpful and SEO-aligned blogs using WordPress and Elementor.
- Created product-focused content showcasing use cases, features, and value propositions.
- Contributed guest blog content to external publications, supporting SEO efforts.
- Optimized content for on-page SEO including metadata, internal links, headings, and readability.
- Collaborated with SEO teams to support content-led fixes for site audit issues like 404 errors.
- Guest blog contributions published on reputable external sites, supporting SEO and brand visibility.

Education

B.Tech in Biotechnology | SASTRA University | 2019 – 2023

- CGPA: 7.25

Certifications

- Content Marketing Basics – Great Learning
- SEO Certification Course – HubSpot Academy
- Getting Started in Google Analytics – Guided Project from Coursera
- Keyword Research Essentials with Semrush

Skills

- Blog & Product Content Writing
- On-page SEO Optimization
- Google docs, Google Sheets, WordPress & Elementor
- SEO Analytics Understanding
- Internal Linking & Metadata Optimization
- Communication & Time Management
- Using AI tools like ChatGPT for ideation, outlines, and efficient content drafts

Highlights

- Consistently met content publishing deadlines while maintaining quality and SEO best practices.
- Supported monthly growth in organic traffic through helpful and user-intent aligned blog content.
- Guest blog contributions published on reputable external sites, supporting SEO and brand visibility.