

CONTACT

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[Highlighted content](#)

CORE SKILLS

- Content Strategy & Creation
- Digital & Email Marketing
- SEO & Website Optimization
- Product Marketing & Research
- Social Media & Ad Copywriting
- Visual Content Design
- Communication & Presentation

TOOLS

Data visualization tools

- Canva
- Venngage
- Basic PowerBI

SEO tools

- Wordpress/Basic HTML/CSS
- Google ads & Google Analytics
- Semrush/Yoast/Ubersuggest

Microsoft 365

- Word
- OneNote
- PowerPoint
- Excel

EDUCATION

Aug 2020- May 2024

Rajalakshmi Institute of Technology

Bachelor of Computer Science and

Engineering

- Graduated with **First Class; no history of arrears.**
- Led and organized multiple campus events as **Chairperson and Co-Chairperson** for two years.

Aug 2018- Mar 2020

Spartan Matriculation Higher Secondary

School

HSLC and SSLC

ADELIN GRACE TANYA S

Product Marketer/Content Writer

As a content writer passionate about marketing and branding, I craft compelling narratives that resonate with audiences. I have experience creating engaging content across diverse platforms, from blogs to client decision documents. I have worked with both B2B and B2C companies, specializing in SaaS and service-based businesses, and have collaborated with specialized industries such as healthcare RCM, demonstrating the ability to adapt to niche markets.

WORK EXPERIENCE

- **QWay Healthcare, Chennai** MAR 2025- CURRENT
Full-Time
Content Writer
Developed content across multiple channels for B2B clients, building trust and generating qualified leads.
 - Produced **client decision documents, case studies, and client-facing portfolios** that directly supported final decision-making.
 - **Revamped** the entire **website** in under a month, optimizing content and preparing it ahead of the sales quarter
 - Executed **email marketing campaigns**, reaching **20,000+ clients** monthly through **cold outreach**.
 - Increased website traffic by ~80% via **SEO-optimized blogs and web content**.
 - Generated **4-6 qualified leads per month** through a combination of **blogs, social media content, podcasts and targeted campaigns**.
- **Creotodo, Chennai** DEC 2024--MAR 2025
Full-Time
Content Writer
Created B2C content across various client accounts, boosting engagement, conversions, and brand visibility.
 - Designed **social media posts and ad copy** for online campaigns, enhancing engagement and expanding reach.
 - Wrote **video scripts** that supported brand storytelling and customer engagement initiatives.
 - Produced blogs and articles that **highlighted brand positioning, industry insights, and customer-centric messaging**.
- **Mitsogo-Hexnode, Chennai** JAN 2024- Nov 2024
(Intern → Full-Time)
Product Evangelist-Content Writer
Drove B2B SaaS marketing efforts through research, content creation, and strategic planning.
 - Conducted **Market Research and SWOT analysis** to guide product marketing and GTM strategies.
 - Created **blogs, white papers, and one-pagers** that effectively communicated product features and business benefits.
 - Designed **email campaigns and newsletters** that increased engagement and supported lead nurturing.
 - Designed **infographics and presentations** to clearly communicate complex product features to diverse audiences.
 - **Tested products and conducted competitor benchmarking** to develop marketing content showcasing the product's strengths.