

## **B. NIVEDHA**

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### **CAREER OBJECTIVE**

Creative and detail-oriented Content Writer with strong expertise in SEO, digital publishing, and content strategy. Skilled in producing engaging, audience-focused content across multiple platforms to drive brand growth and visibility. Seeking to leverage writing, research, and editing skills to contribute to impactful and innovative communication within a dynamic organization.

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### **PROFILE SUMMARY**

- Content writer with over one year of experience in creating and managing web content, technical documentation, and SEO optimization.
  - Proficient in HTML, WordPress, and XML, with hands-on experience in using AI tools like ChatGPT to improve content quality.
  - Strong analytical and problem-solving skills, with the ability to adapt quickly to changing environments and manage tasks effectively.
  - Proven track record of working collaboratively in teams and independently under tight deadlines.
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### **PROFESSIONAL EXPERIENCE**

**Sutherland Global Service** – Associate Research  
October 2023 – September 2025

- Delivered high-quality technical documentation that enabled clients to reduce support queries, and enhance end-user experience.
- Developed structured DITA-based content and published through Ajuda CMS, ensuring seamless content delivery and consistent documentation across platforms.
- Used automated documentation workflows built with XML and Macros to streamline content formatting and reduce manual editing time.
- Integrated AI tools like ChatGPT and large language models to improve the efficiency and accuracy of client-facing content.
- Ensured up-to-date, user-friendly SOPs and manuals that improved operational clarity for end users and internal teams.
- Conducted thorough research to support client product positioning and market alignment through documentation.

**Markerz Global Solution** – Content Writer  
October 2022 – October 2023

- Authored and optimized SEO-friendly web content, including articles and interview questions, boosting website visibility and engagement.
  - Developed compelling meta titles and descriptions aligned with SEO best practices to improve search rankings.
  - Styled and formatted content using HTML; managed end-to-end publishing through WordPress.
  - Reviewed and validated team member's content to ensure consistency, clarity, and quality across all deliverables.
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## **EDUCATION**

### **B.E. in Electronics & Communication Engineering**

Prince Dr. K. Vasudevan College of Engineering & Technology-2021

Percentage: 78.5%

### **Higher Secondary**

Prince Matriculation Higher Secondary School – 2017

Percentage: 85%

### **Secondary Education**

Prince Matriculation Higher Secondary School – 2015

Percentage: 95.8%

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## **TECHNICAL SKILLS**

- **Programming and Markup:** HTML, CSS, XML
  - **Tools:** WordPress, AI Tools (ChatGPT, LLM), DITAMaps, Ajuda, GitHub, Madcap flare, Adobe RoboHelp.
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## **PROJECTS**

### **Voting system for Visually Challenged people using Brain Sensor**

- Designed an innovative voting system using brainwave sensors to assist visually impaired individuals.
- Focused on hardware integration and software design for user accessibility.

### **People counter using Infrared Sensor and Arduino UNO**

- Developed a system to count people using an infrared sensor integrated with Arduino UNO.
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## **EXTRACURRICULAR ACTIVITIES**

- Presented research paper on 5G technology at and received recognition for innovative analysis.
  - Volunteered in the 2021 election campaign, enhancing voter awareness through communication strategies.
  - Participated in and won intramural events, including shot put and throwball.
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## **INDUSTRIAL EXPOSURE**

- Internship at Kwaliti Photonics Pvt Ltd, Hyderabad.
- Training at CDAC, Hyderabad.
- Industrial visit to All India Radio, Chennai.