

# Kausalya Balasubramaniyan

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Email: kausalyabalasubramaniyan@gmail.com | Phone: +91-8940701103 | Location: Chennai  
Portfolio: [Medium](#) | [Wordpress](#) |

## Professional Summary

Results-driven Content Writer with hands-on experience in e-commerce, gaming, and digital marketing domains. Skilled at crafting SEO-optimized content, product descriptions, and social media strategies that boost visibility, engagement, and sales. Adept at audience research, brand voice adaptation, and cross-functional collaboration. Proficient in content tools, optimization strategies, and analytics to deliver measurable business impact.

## Core Competencies

- SEO Copywriting & On-Page Optimization | Content Strategy | Keyword Research
- E-commerce Content (Amazon, Flipkart) | Affiliate Marketing | Conversion-focused Writing
- Social Media & YouTube Content Management | Engagement Growth Campaigns
- Content Editing, Proofreading & Quality Assurance
- Tools: Grammarly, Hemingway, Canva, QuillBot, SEMrush, Ubersuggest, WordPress, Google Docs

## Professional Experience

### Primasoft Technology – Process Executive (E-Commerce & Gaming)

April 2024 – Present

- Created and optimized 100+ product and game descriptions, driving a 25% increase in user engagement.
- Ensured accuracy, consistency, and brand voice alignment through rigorous editing and QA and Enhanced user experience by restructuring content flow across platforms.
- Collaborated with cross-functional teams to update promotional content, resulting in improved CTR.

### Kreativ India – Content Writing Intern

Nov 2022 – Dec 2022

- Produced SEO-optimized content and 50+ e-commerce product listings, improving search visibility.
- Managed social media channels and YouTube updates, increasing audience interaction by 20% and Integrated affiliate links in blogs, contributing to a boost in traffic and conversions.
- Supported content marketing strategies that enhanced online presence and engagement.

## Education

Master of Arts (M.A.) in English Literature | Cauvery College For Women | 2022 – 2024

Bachelor of Arts (B.A.) in English Literature | Cauvery College For Women | 2019 – 2022

## Certifications & Research

- Certifications from NPTEL, IBM, MINDLUSTER & academic events (inter-university, state, and national).
- Research Paper: Eco-Critical Study of Amitav Ghosh's \*The Hungry Tide\*.
- Thesis: Psychological impact of nihilism in \*Adrift on the Nile\*.

## Languages

English (Fluent), Tamil (Native)