

Mounika Viswanathan

Content Writer

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🌐 <https://www.linkedin.com/in/mounika-content-writer>

SUMMARY

I am a proficient Content Writer with expertise in SEO and AI Search Optimization, skilled in creating engaging, error-free, and result-driven content across multiple platforms. I combine creativity with strategic vision to craft high-ranking content that boosts visibility and drives traffic. My adaptability, precision, and passion for staying ahead of industry trends enable me to deliver impactful messaging and excel in challenging projects.

EXPERIENCE

• SEO Content Writer

Contract Bazaar & Quantum Leap Learning Solutions Pvt. Ltd

May 2025 - Present

- Created high-impact, SEO-driven content to engage target audiences, strengthen brand presence, and reflect industry insights.
- Conducted comprehensive keyword research and implemented strategies that boosted organic visibility and search performance.
- Researched competitors and market trends to identify content gaps in both legal services and learning solutions, crafting tailored resources for MSME entrepreneurs and business audiences.
- Produced clear, accessible, and well-structured content, simplifying complex legal and business concepts into blogs, FAQs, and resource guides.
- Partnered with marketing teams to ensure alignment of content with SEO strategies, optimize CTAs, and drive lead generation, conversions, and engagement.
- Maintained consistency, quality, and readability, ensuring content delivered measurable impact across both domains.

• Content Writer

Altlyf Healthcare Services Private Limited

Nov 2022 - April 2025

- Produced 100+ SEO-optimized blogs and extensive social media content for HealthSy, the company's flagship healthcare platform, significantly boosting organic traffic and audience engagement.
- Created website copy, articles, and posts tailored to HealthSy's brand voice, ensuring consistency and quality across all digital channels.
- Conducted keyword research using Ubersuggest and implemented SEO best practices to strengthen search visibility.
- Collaborated with marketing and design teams to align content with campaign goals, contributing to a 25% growth in follower base across HealthSy's social platforms

• Content Writer

Limitless 360

Jun 2022 - Oct 2022

- Developed and managed social media content, website copy for the company and their clients.
- Led the Chandrans Yuva Foundation's ISR Marathon digital campaign, overseeing and managing their social media page during the ISR Marathon 2022.

• Content Creation Intern

Le Media Productions

Jan 2022 - April 2022

- Developed clear, concise and compelling content for their client Thalam YouTube Channel.
- Worked closely with team members to brainstorm ideas, contribute to content calendars.

• Junior Relationship Officer

Axis Bank

Dec 2021 - July 2021

- Worked as a Junior Relationship Officer in the Rural Lending B2C Service

• Content Creation Intern

Dinamalar

Dec 2018 - Jan 2019

- Learned and contributed to news coverage by attending events and working alongside senior reporters

SKILLS

- Creative Writing & Storytelling
- Search Engine Optimization (SEO)
- Answer Engine Optimization (AEO)
- Content Strategy & Brand Storytelling
- Research & Audience Analysis

TOOLS

- Ubersuggest
- Google Analytics
- Google Search Console
- WordPress

EDUCATION

- **Msc Visual Communication** 2020 - 2022
Hindusthan College of Arts and Science, Coimbatore
- **Bsc Visual Communication** 2017 - 2020
Hindusthan College of Arts and Science, Coimbatore

LANGUAGE

- English & Tamil

CERTIFICATION

Writing That Sells Course from Terribly Tiny Tales (2024)

PORTFOLIO

<https://linktr.ee/mounikavishwa2201>