

Aarthi B

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SUMMARY

Detail-oriented content writer skilled in research, SEO optimization, and engaging content creation. Proven ability to enhance online visibility and deliver high-quality articles that meet brand standards.

SKILLS

- Research skills
- Content creation
- SEO optimization
- Editorial planning
- Copywriting techniques
- Customer support
- Team collaboration
- CRM management
- WordPress management
- Social media marketing
- Google Analytics

EXPERIENCE

Content Writer, VestaOneup, October 2025-Current
Vellore

- Researched industry trends to create engaging content for diverse audiences.
- Collaborated with the marketing team to develop content strategies and editorial calendars.
- Edited and proofread articles to ensure clarity and adherence to brand guidelines.
- Utilized SEO best practices to enhance content visibility and online presence.
- Conducted interviews with subject matter experts for informative blog posts.
- Managed social media accounts by crafting posts that promote published articles.
- Participated in brainstorming sessions to generate innovative content ideas.
- Maintained a content repository for easy access and organization of materials.
- Delivered high-quality, insightful, informative, and entertaining written content while meeting tight deadlines.
- Performed in-depth research into topics to write clear and accurate copy.
- Created content for websites, blogs and social media accounts to increase visibility and engagement.
- Wrote high quality SEO content based around keyword gaps and priorities identified by the editor.

Customer Support Representative, HCL Tech, May 2024-September 2025
Chennai, India

- Assisted customers by resolving inquiries and providing accurate product information.
- Collaborated with team members to enhance customer service processes and efficiency.

- Utilized CRM software to track customer interactions and manage support tickets.
- Handled escalated issues by coordinating with senior representatives for effective resolution.
- Conducted product demonstrations to help customers understand features and benefits.
- Maintained up-to-date knowledge of products, services, and company policies for effective support.
- Documented customer feedback to identify trends and improve service delivery methods.
- Trained new hires on customer service protocols and best practices within the team environment.
- Resolved customer inquiries in a timely manner.

EDUCATION AND TRAINING

B.E
Electronics And Communications Engineering, C.Abdul Hakeem College of Engineering, Vellore
April 2020

CERTIFICATIONS & LICENSES

Content Writing Course From Edify Blind Institute