

CONTACT

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[Portfolio - Santhosh Kumar](#)

COPYWRITER

SANTHOSH KUMAR



SUMMARY

Freelance Copywriter (2.5+ years) sparking 30%+ jumps in engagement and sales with killer content for health, wellness, tech, and e-com brands. Blend my 4 years shaping game stories with 3+ years reading retail shoppers to build SEO-smart copy and ads that lift clicks by 25%. Shifting to senior spots at top agencies to deliver real ROI wins. Let's make your message sell - hit me up.

SKILLS

Copywriting & Content

- Persuasive Ad Copy, SEO Optimization, Email/Script Writing, Brand Storytelling, Proofreading.

Technical & Creative

- Technical Writing (AI/ Health & Wellnes /Tech), Blogging, Social Media Strategy, Game Narrative Design.

Tools & Tech

- Google Analytics, Canva, Grammarly, WordPress.

Creativity, Adaptability, Steadfastness

LANGUAGE

Tamil, Telugu, English, Kannada, Malayalam, Hindi

INTERESTS

Reading, Photography, Travelling, Running, Calisthenics.

EDUCATION

SRI VENKATESWARA COLLEGE OF ENGINEERING

- B-Tech in Computer Science | May 2013 - Apr 2017

WORK EXPERIENCE

Freelance Copywriter & Content Writer

Independent | Apr 2023 - Present

- Delivered persuasive ad copy, blog posts, and scripts for clients (Upwork/Fiverr), specializing in health/wellness and tech.
- My responsibilities encompassed conducting in-depth content audits, market research, and competitor analysis to inform strategic decision-making.
- Leveraging my SEO expertise, I optimized content to improve search engine rankings and increase organic traffic.
- With a keen eye for detail and a passion for storytelling, I excel at transforming complex ideas into accessible and engaging content.

Store Manager

Babu Jewel Box Store | Jun 2021 - Present

- Controlled costs consistently to effectively eliminate waste and increase profits.
- Conducted inventory analysis to determine optimal stock levels.

Game Level Designer

SevikaTech Pvt Ltd. | Dec 2021 - Mar 2023

Store Operations Manager

Babu Jewel Box Store | Sep 2020 - Dec 2021

- Managed inventory control, cash control, and store opening and closing procedures.
- Interacted well with customers to build connections and nurture relationships.

Game Designer/ Developer

Geniuscrate Infotainment Solutions Pvt Ltd | Aug 2019 - Aug 2020

Game Designer/ Developer

Dexler Informational Solutions Pvt Ltd | Sep 2018 - July 2019