

MOHAMMED ROSHAN K

Content Writer | SEO Content Specialist | Digital & Editorial Content
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PROFESSIONAL SUMMARY

Content Writer with hands-on experience in SEO writing, editorial content, and digital storytelling. Skilled in writing blog articles, long-form features, press releases, website content, and email copy for digital platforms and media audiences. Strong in keyword research, on-page SEO, search-intent optimization, and research-driven writing. Authored 200+ published articles across leading Indian and U.S. media platforms, contributing to audience engagement, brand visibility, and organic reach.

EXPERIENCE

Content Writer — Zil Money (U.S.-based Fintech Company)

- Authored 200+ SEO-optimized articles published on ABP Live, Asianet News English, Republic World, and Fox News.
- Wrote blog articles, long-form features, explainers, and editorial content tailored for digital readers.
- Created SEO-driven content focused on improving content performance, organic traffic growth, and user engagement, aligned with search intent and platform analytic.
- Conducted keyword research, on-page SEO optimization, meta title and meta description creation, and content optimization aligned with search intent.
- Simplified complex topics into clear, reader-friendly content suitable for general audiences.
- Created press releases, brand announcements, and feature stories for digital media distribution.
- Developed website copy, email content, and short-form digital content for campaigns and audience communication.
- Produced UGC scripts, social media captions, and promotional content supporting digital marketing efforts.
- Collaborated with editors, designers, and marketing teams to maintain content quality, tone consistency, and editorial standards.
- Assisted in content publishing, distribution, and performance tracking using Mailchimp, Capterra, and G2.

CORE CONTENT WRITING SKILLS

- Content writing & editorial writing
- SEO writing & on-page SEO
- Keyword research & search-intent optimization
- Blog writing & long-form content
- Feature writing & explainers
- Press releases & media content
- Website content & email copy
- Social media & short-form content
- Research-driven writing & fact-checking
- Content structuring & readability optimization

PROJECTS

Research Paper - *Women's Perspective of Partition in Bapsi Sidhwa's Ice-Candy-Man* – 2025

Presented at Central University of Jammu, this analytical research paper explored female narratives, subaltern identity, and gendered experiences of Partition as depicted in Bapsi Sidhwa's novel *Ice-Candy-Man*. Focused on feminist readings, historical context, and representation of marginalised voices.

Research Paper - *Fictional Fantasy Lands in Malayalam Cinema* - 2023

Presented at PTM Government College, this study examined the construction of imaginative landscapes in Malayalam cinema, analysing how filmmakers use fantasy worlds to explore cultural identity, folklore influences, and socio-political themes. The paper highlighted narrative techniques, visual world-building, and the evolution of fantasy elements in contemporary Malayalam films.

Director & Scriptwriter — *Kaaram (2025)*, Short Film

Wrote and directed the short film *Kaaram (2025)*, overseeing the screenplay, visual narrative, and overall creative direction. Led the production process from concept development to post-production, collaborating with editors, cinematographers, and music designers to shape the film's thematic tone and storytelling style.

EDUCATION

Master of Arts in English language and Literature

Central University of Jammu

2023 - 2025

Bachelor of Arts in English Language and Literature

PTM GOVT COLLEGE, PERINTHALMANNA (Afftd. To University of Calicut)

2020 – 2023

TOOLS & PLATFORMS

- WordPress
- Google Workspace, MS Office
- Mailchimp
- MoEngage
- Canva
- Google Analytics (basic)
- Google Search Console (basic)
- Capterra, G2

CERTIFICATIONS

- **Soft Skill Development (2025)** – Conducted by IIT Kharagpur – NPTEL Online Certification
- **The English Novel: Interdisciplinary Approaches (2024)** – Conducted by IIT Roorkee – NPTEL Online Certification
- **Elements of Literature and Creative Communication (2024)** – Conducted by IIT Kharagpur – NPTEL Online Certification

PROFESSIONAL STRENGTHS

- Deadline-oriented with 200+ timely delivered articles
- Consistent high-volume content output

- Strong research and editorial coordination
- Clear, adaptable, and audience-focused writing

LANGUAGE

English | Malayalam | Hindi | Arabic