

D. JAYASREE

CONTENT WRITER



9962342480



Chennai, Tamil Nadu



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PROFESSIONAL SUMMARY

Creative and results-driven Content Writer with 2+ years of experience in digital marketing, SEO content strategy, and brand storytelling. Proven ability to boost engagement, organic search visibility, and lead generation through compelling, data-backed content. Skilled in collaborating with cross-functional teams to execute high-impact campaigns across websites, social media, and digital platforms. Adept at leveraging analytics to refine strategies, optimize content ROI, and enhance brand visibility.

PROFESSIONAL EXPERIENCE

Croyez Immigration, Chennai | Feb 2025 - Present

Content Writer

- Led a complete content revamp project, increasing organic traffic by 35% and improving average session duration by 22% through SEO-focused content strategies. Designed and implemented structured content frameworks that enhanced readability, accessibility, and user engagement, resulting in a 30% increase in interactions.
- Produced high-quality website copy, blogs, FAQs, and landing page content aligned with brand voice, SEO, and user intent.
- Collaborated with marketing, design, and SEO teams to ensure messaging consistency across campaigns.
- Conducted A/B testing for headlines, CTAs, and content formats, improving clickthrough rates by 18%.
- Monitored and analyzed performance metrics using Google Analytics and SEO tools, identifying areas for optimization and increasing content ROI by 25%.

Melon Ventures Pvt Ltd, Chennai | July 2023 - October 2024

Content Analyst

- Creating and publishing contents for the Company implementing new and creative ideas to write content.
- Writing and Publishing Articles related to Entertainment, Shows, Movies, Series, General, jobs and Education.
- Conducted keyword research, competitor analysis, and content audits to strengthen SEO visibility and organic traffic.

EDUCATION

Bachelor's of Commerce in Accounting and Finance

GSS Jain College for Women | 2020 - 2023

KEY SKILLS

- **Content & SEO:** SEO Writing, Keyword Optimization, Content Strategy, Blogging, Copywriting.
- **Digital Marketing:** Social Media Content, Email Marketing Support, Audience Engagement Strategies.
- **Tools:** WordPress, CMS Platforms, Canva, Google Analytics, SEO Tools (SEMRush, Ahrefs, Yoast).
- **Professional Skills:** Research & Analytical Writing, Project Management, Communication, Team Collaboration.

LANGUAGES KNOWN

- English – Professional
- Tamil – Fluent
- Hindi – Conversational

ACHIEVEMENTS

- Increased organic website traffic by 35% through SEO-optimized content strategies and targeted keyword implementation.
- Boosted user engagement and average session duration by 22% via structured content frameworks and readability improvements.
- Improved content ROI by 25% by analyzing metrics and optimizing content for conversion and engagement.
- Played a key role in developing content that led to a 40% increase in lead conversions, supporting overall business development goals.
- Streamlined content production processes, reducing turnaround time by 20% while ensuring consistent quality and alignment with brand voice.

DECLARATION

I hereby declare that the above written are true to my knowledge and belief.

D. Jayasree
