

# Jayalakshmi. S

## My Contact

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## Hard Skills

- Content Writing
- Storytelling
- Keyword Research & Analysis
- SEO Based Content Strategy Building
- Technical SEO
- On-Page SEO
- Local SEO

## SEO Tools Known

- SEMrush
- Google Search Console
- Google Keyword Planner
- Screaming Frog

## Education Background

- SRM Institute of Science and Technology  
*BA Journalism and Mass Communication*
- Chennai Girls Higher Secondary School
- Great Learning Academy  
*Content Marketing Certificate Course*
- Management of Alison  
*Online Event Management Diploma Course*
- Wharton University of Pennsylvania  
*Online Certificate Course on Viral Marketing and How to Craft Contagious Content*

## About Me

A B.A. Journalism and Mass Communication graduate with 3 years of experience in content writing, SEO, and brand storytelling. Adept at crafting engaging, research-driven, SEO-optimized brand narratives that connect meaningfully with audiences across digital platforms.

## Professional Experience

### Sundari Silks | Content Writer

*December 2024 - January 2026*

#### Key responsibilities:

- Create ad copies for ad campaigns, banners, and marketing materials.
- Create interactive social media content including script writing, descriptions etc.
- Create educative and storytelling-driven content for LinkedIn
- Building content strategies across various platforms
- Manage brand marketing communications

### White Mastery Systems | SEO Content Writer

*2023 May - November 2024*

#### Key responsibilities:

- Carry out in-depth keyword research and analysis
- Build content strategies for various B2B and B2C businesses
- Produce high-quality SEO optimised blogs and content for landing pages
- Collaborate with technical team to resolve critical errors in the website
- Create content for platforms such as Quora, Pinterest and LinkedIn
- Run audits to monitor On-page SEO performance of websites
- Optimising GMB for local SEO
- Preparing month end reports to monitor the overall performance

### SRM Institute of Science & Technology | Content Writer Intern

*2023 March - 2023 April*

#### Key responsibilities:

- Crafting informative blog posts about various courses offered at SRM
- Producing compelling ad copies for various courses
- Planning content strategies and creating content for social media posts

### Aecc Global | Content Marketing Intern

*2022 December - 2023 February*

#### Key responsibilities:

- Creating informative & research-driven blog posts and content for landing pages
- Producing engaging content for social media platforms
- Crafting ad copies for various campaigns and digital platforms