

# THAMARASELVI

## Content Writer

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### 📄 SUMMARY

Creative and performance-driven Copywriter & Tamil Social Media / App Content Writer with 3 years of experience in crafting high-engagement digital content for mobile applications and social platforms. Expertise in persuasive copywriting, audience growth strategies, SEO optimization, and short-form script development. Proven ability to increase engagement, improve retention, and drive brand visibility through strategic content planning and execution.

### 📋 CORE COMPETENCIES

- Social Media Content Strategy & Planning
- Instagram & Facebook Page Management
- Push Notification & In-App Copywriting
- Short-Form Video Script Writing (Reels / Shorts)
- SEO Optimization & Keyword Research
- Audience Engagement & Retention Growth
- Content Editing, Proofreading & Quality Control
- Trend Analysis & Hashtag Research

### 🏢 EXPERIENCE

#### ○ Social media & App Content writer

Aug 2022 — Present

CODERAYS pvt Ltd, Chennai

- Developed strategic social media content plans aligned with brand and campaign objectives.
- Managed and optimized Instagram and Facebook pages to drive audience growth.
- Wrote persuasive push notifications and in-app copy to improve app open rates and user retention.
- Created engaging short-form video scripts for Reels and Shorts to increase reach and engagement.
- Conducted SEO keyword research to enhance organic search visibility.
- Analyzed engagement metrics to refine content strategy and improve performance.
- Ensured high-quality, error-free content through editing and proofreading processes.
- Identified trending topics and effective hashtags to maximize content reach.
- Increased social media engagement by 30% through data-driven content strategy.
- Improved app retention rate through optimized push notification campaigns.
- Maintained consistent publishing schedule with 100% deadline adherence.
- Boosted organic reach using SEO and trend-based content planning.

#### ○ SME

Oct 2021 — Apr 2022

Netcom Computers Pvt Ltd, Chennai

- Provided subject-specific guidance and expertise to ensure content accuracy and quality standards.
- Reviewed, validated, and edited content to maintain factual correctness and clarity.
- Assisted team members in resolving domain-related queries and technical issues.
- Conducted quality checks and ensured adherence to company guidelines and SOPs.
- Coordinated with cross-functional teams to improve process efficiency.
- Delivered training and knowledge-sharing sessions for new team members.
- Identified gaps in content/process and recommended improvements.
- Ensured timely completion of assigned tasks within defined SLAs.
- Monitored performance metrics and maintained documentation for reporting purposes.

## EDUCATION

- **Master of Science (M.Sc.) in Microbiology** 2021  
Government Arts College for Women/ Periyar University, Tamil Nadu | 72%
- **Bachelor of Education (B.Ed.)** 2019  
Saratha College of Education/UIundurpeta, Tamil Nadu | 78%
- **Bachelor of Science (B.Sc.) in Microbiology** 2017  
Government Arts College for Women/ Periyar University, Tamil Nadu | 58%

## SKILLS

MS Word & Google Docs

Social Media Analytics Tools

Content & Copywriting Skills

Website & Landing Page Copy

Push Notification Copywriting