

8086497178

Thekkumpuram House, P.O Avinissery, Thrissur,
Kerala, Pin Code:680306

joiseytj1998@gmail.com

OBJECTIVE

Content Writer with 3.5 years of experience in creating, editing and proofreading contents. Expertise in developing a timeline for researching and developing contents for various platforms.

SKILLS

Writing
Proofreading
Editing
Research
MS Word

LANGUAGE

English
Malayalam
Tamil

EDUCATION

ST Raphael CGHSS, Thrissur SSLC 85%	2014-2015
Marthoma GHSS School, Thrissur Higher Secondary Education 82%	2015 - 2017
Calicut University B. A Functional English B Grade	2017-2019
Calicut University M.A English Literature A Grade	2019-2021

EXPERIENCE

KANINI Software Solutions Content Writer * Develop high-quality blogs, eBooks, case studies, newsletters, social media posts, email campaigns, website content on technical topics around Data Analytics & AI, Product Engineering and ServiceNow. * Review & edit content for subject matter accuracy, grammar, and flow ensuring adherence to brand voice and style guidelines. * Work with subject matter experts while performing extensive market research to gather insights on current marketing trends, industry pain points and latest technical advancements for content development. * Incorporate best practices for SEO to enhance content visibility and performance. * Contribute to content strategies that align with KANINI's business goals, showcasing our expertise to clients and partners.	Nov 2024 - Present
Genxlead Content Writer * Research and organize sources and information. * Collaborate and brainstorm with the team for new strategies and ideas. * Write well-researched and keyword-driven content to boost organic traffic in blogs. * Create optimized, engaging SEO title, meta descriptions, tags, hyperlink & categories to increase click-through rate in on-page content, and blogs. * Write a wide variety of topics for websites, blogs, social media, newsletters, quora, banners, etc. * Copy writing - creating compelling ad copies such as FB Ads and Google Ads. * Write product description related to sportswear, nightwear, lingerie, and tops. * Take the authority of leading Quora forum like allotting works to team members and make sure to publish it. * Provide training for new joiners related to work requirements in company. * Write news regarding US celebrities and famous personalities in cine platform named Gosschips. * Collaborate with fashion designers and developers to align written content with the brand. * Familiarity with content management systems such as WordPress for publishing blogs.	March 2023 - October 2024
Collegedunia Freelance Content Writer *Write articles for the company's website on various topics including Colleges, Admissions, Exams, Results, Courses, etc. *Research data from the official college and institute websites. *Ensure that the data is accurate and relevant. *Be updated with latest trends in the education industry. *Work on SEO optimization of articles.	Sep 2021 - Feb 2023

ACHIEVEMENTS & AWARDS

Certificate of achievement in TCS ION Career Edge - young professional
Certificate of completion in Content Writing & SEO Internship - TravelXamp
Certification of course completion for Equality and Diversity - Genxlead