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## 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

Nov 2024 - Present

- \* 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.

### Genxlead

Content Writer

March 2023 -  
October 2024

- \* 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.

### Collegedunia

Freelance Content Writer

Sep 2021 - Feb 2023

- \* 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.

## 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