

RESUME



Nageswari. G

Content Writer

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CAREER OBJECTIVE

Passionate and experienced content writer with a genuine desire to delve into creative expression and effective communication. Equipped with a strong affinity for words and a unique viewpoint, I seek to join a dynamic team where I can apply my skills and unwavering commitment. Possessing a robust background in writing coupled with a penchant for continuous learning and flexibility, I am poised to deliver innovative ideas, meticulous attention to detail, and compelling content. Eager to contribute to a lively and cooperative workplace environment, I am dedicated to producing captivating and top-notch content.

EXPERIENCE

Content Writer | ONDEZX Groups Pvt Ltd. and Feather Softwares (Onsite)

May 2024 – Present

- Developed engaging content for multiple domains, including **social media, product descriptions, email marketing, video scripts, web pages, and blogs.**
- Rephrased and **optimized web content**, enhancing clarity and SEO performance.
- Collaborated with **marketing teams** to ensure **brand consistency** across platforms.
- Implemented SEO strategies, utilizing tools like **Google Keyword Planner** and **WordPress** to boost search engine rankings.
- Contributed to **content marketing campaigns**, achieving targeted metrics, and improving organic reach.
- Managed **content calendars**, ensuring timely delivery and high-quality output.
- Analyzed performance with **Google Analytics**, refining strategies for better engagement.
- Performing **Keyword research** and generating **SEO-optimized blogs, articles, news, updates, landing page content, and web content** to rank high.
- Skillful **integration of relevant keywords** into content seamlessly.
- Clear attention to detail for thorough proofreading and editing.

Content Writing Mentor | Feather Academy

Internship Program for Holy Cross College, Women's Christian College, and Sree Ayyappa College for Women

- Designed a comprehensive content writing curriculum focused on research, SEO, and digital content creation.
- Provided personalized mentorship, enhancing students' writing and SEO skills.
- Guided students through managing content projects from concept to completion, ensuring quality and alignment with goals.

- Evaluated students' progress through continuous assessments and constructive feedback, helping them improve writing efficiency and effectiveness.
- Provided one-on-one feedback, helping students enhance their writing style, tone, and adaptability for different audiences and industries, ensuring professionalism and creativity in their work.

COURSES & CERTIFICATES

1. Content Writing Internship – NB Marketing Solutions (3 Months)
2. Web Content Writing – Coursera
3. Entrepreneurship Program – ICT Academy
4. Employability Skills – LEAP

EDUCATION

S.No	Degree	Percentage
1	M.A - English	75%
2	B.A - English	70%
3	HSC – Maths, Biology	61%
4	SSLC	96%

LANGUAGES

Tamil – Native or Bilingual Proficiency

English – Professional Working Proficiency

Malayalam – Professional Working Proficiency

Hindi – Intermediate

I declare that all the information provided above is correct.

