

JYOTI KUMARI

New Delhi, India | +91 8287759291 | jvotikashvap1812@gmail.com

A seasoned content writer with 2 years of experience, adept at crafting compelling and impactful written content. Skilled in conducting thorough research and tailoring content to diverse target audiences. Possesses a deep understanding of SEO principles to ensure content is optimized for maximum visibility. Known for consistently delivering high-quality, results-driven content that captivates audiences and drives engagement effectively.

WORK EXPERIENCE

Copywriter

Gushwork

Brooklyn, New York *01-05-2024*

Help businesses scale with AI-assisted SEO, enhancing online visibility and driving targeted traffic for sustained growth.

- Crafting engaging and persuasive web page content that aligns with the brand's voice and drives conversions.
- Implementing AI-assisted SEO strategies to enhance online visibility and improve search engine rankings.
- Conducting thorough research to understand target audiences and industry trends, ensuring content relevance and effectiveness.
- Working closely with writers, and marketers to create cohesive and compelling digital experiences.
- Reviewing and editing content for clarity, grammar, and consistency, ensuring high-quality and error-free web pages.

Content Writer and Editor

Media Search Group

Noida *01/15/2023 - 15/04/2024*

A digital marketing agency, providing customized solutions and cutting-edge solutions to businesses with impactful Internet marketing services.

- Creating engaging and informative blogs, articles, guest blogs, social media captions, and press releases on various topics, tailored to the target audience and client's services, while aligning with SEO best practices.
- Conducting thorough research to gather accurate and up-to-date information for content creation, ensuring credibility and relevance.
- Employing effective storytelling techniques and persuasive writing to captivate readers and encourage audience engagement.
- Conducting keyword research based on clients' websites and the services they offer, ensuring that the selected keywords align closely with the clients' goals and target audience, maximizing the effectiveness of their SEO strategy.
- Proofreading and editing work to maintain high-quality standards, ensuring error-free and polished write-ups.
- Collaborating with national and international clients, primarily from the USA, Canada, and Dubai. Conducting monthly meetings to understand their content needs and editing work based on their requirements.
- Providing training to new members of the content team to ensure proficiency in content creation. Additionally, editing their work to enhance accuracy and quality, ensuring that the content meets the desired standards.

- Utilizing content management systems and digital tools to streamline the content creation process and optimize workflow efficiency.

Thought Partners Global (Internship)

Noida **01/09/2022 -01/01/2023**

- Wrote compelling and persuasive Statements of Purpose (SOPs) for students wishing to study abroad by effectively highlighting their skills, experiences, and aspirations.
- Conducted thorough proofreading and editing of content to ensure accuracy, coherence, and adherence to established guidelines and standards.
- Performing quality checks on others' work to ensure that the content is accurate and aligns with the students' aspirations.

SKILLS & INTEREST

Skills:

- Excellent Writing Skills
- Keyword Research
- Editing and Proofreading
- Research Skills
- SEO Knowledge

Interests: Reading authors across the world	
EDUCATION	
<i>University of Delhi, Maharaja Agrasen College</i> Bachelor of Arts	2020-2023

