

TANIYA SHARMA

+91 9815135389

tanyashori@gmail.com

Mohali, Punjab

Senior Content Writer

SUMMARY

5+ years experienced Senior Content Writer highly skilled in spearheading a team of in-house content writer and freelancers. Adapt at publishing creative content for social medial marketing, blogs, case study & newsletters by complying SEO guidelines. Proficient in deploying tools such as Google Analytics & AdWords to optimize and update the content for increasing organic traffic, drive engagement and enhance overall user experience.

KEY SKILLS

Keyword Optimization, Content Writing, Copy Writing, Editing & Proofreading, Training & Team Management, Blog Writing, Search Engine Optimization, Online Reputation Management, Email Marketing, Client Relationship Management

TECHNICAL SKILLS

SEMrush, Hootsuite, Google AdWords, WebMasters, Notepad++, WordPress

INTERNSHIPS

Training about fundamentals of C and C++	Aug'14 – Nov '14
HCL, Institute	Chandigarh

PROFESSIONAL EXPERIENCE

Senior Content Writer	Jun'19 – Present
Seasia Infotech	Mohali, Punjab

A leading CMMI Level 5 enterprise implementing modern software technologies for more than two decades, with annual turnover of Rs. 10 - 25 Crore.

Keywords optimization & Client Relationship Management

- Created interesting posts for the company's major clients on social medial with **zero plagiarism**
- Deployed **Google Ads Keyword Planner** to find the top ranking keywords to write **keyword optimized blogs**

- Maintained **Excel sheets** to manage the total number of posts needed to be posted on a weekly basis of more than 10 projects; **20 posts weekly**
- Pulled in popular clients and ensured successful content deliveries to clients such as **VEDANTU**, Axon, eTrucks e-Commerce businesses, CBD clients, and a lot more
- **Creating, editing and proofreading** text content for company websites and blogs revolving around niches- web development, mobile app development, QA, UI/UX design, digital marketing, and so on
- Worked closely with the SEO team to produce **SEO-friendly website content** for specific niches and IT sectors inclusive of Meta tags, title tags, and header tags
- Coordinated with the **Corporate Communication and Marketing team** to set long-term strategies for effective content creation
- Hands on experience on writing corporate blogs, case studies, CEO desks, whitepapers, success stories, press releases, quoras, articles, social media, website content and article for **THE TRIBUNE**, guest posts, infographics, video scripts (explainer and introductory videos of products), PPT content.

Knowledge Transfer (KTs) & Site Ranking

- Arranged KT's & assigned topics to employees to train new writers in **SEO** and latest **tools & equipment**
- Tracked **daily site ranking** and **CTR** via **SEMrush** and **Google Analytics** & **increased organic traffic** on the website

Web Content & Team Management

- Wrote – **1500+ words** daily by creating blogs, articles, press releases, news, user manuals, product documentations, outreach and social media content
- Spearheaded content writing **team of 10** members & edited their work to make it **100% plagiarism-free** & error-free
- Interviews **50+ candidates** and **trained 20+ interns** and new recruits

Editing & Copy Writing

- Promoted the website through email as well as quora marketing & acquired **25+ new clients**
- Communicated with **30+ freelancers**, assigning them topics and editing their write-ups
- Coordinated with the **designing team** to create **relevant infographics & rendered feedback & suggestions**
- Orchestrated **copywriting** work such as **pamphlets, brochures, banners** & organized **offline promotional events**
- Updated & **edited 200+ old blogs** published on the company's website with new keywords to improve their SEO rankings

Key Achievements

- Wrote over **500+ articles/blogs** for the company's website & various client
- Written CEO desks and publishing it since last 9 months

- Managed company's **website** via the latest SEO techniques to **increase traffic by 30%** and improve **site ranking**

Content Writer

Aug '16 – May'2019

Faspin Technologies

Quark City, Mohali

A leading a SEO company passionate about delivering solid results to clients for 7+ years, with annual turnover of 5 Crore.

Web Content Writing & Social Media Marketing

- Orchestrated **50+ SMOs** per week to promote products and services leading to a **30% increase** in sales
- Wrote **3+ blogs & articles** of **700 words** by maintaining **100% quality** with zero plagiarism

Social Media Marketing & SEO

- Edited & updated the old posts by complying with SEO guidelines & proofread the posts by other **team members as well as 5 + freelancers**
- Create content for **social media** for various platforms such as Facebook, Instagram, Twitter; increased **traffic by 10%**

Key Achievements

- Won "**Best Content Writer Award**" and "**Employee of the Month**" award **twice** in a team of **75+ marketers**

EDUCATION

Bachelors in Computer Applications

Jun'12 – Jun'16

PGGCG Sector 42, Chandigarh

RECENT WORK SAMPLES

Blog Samples:

<https://www.seasiainfotech.com/blog/realizing-the-potential-of-a-dynamic-organizational-learning-culture/>

<https://learnnow.live/a-detailed-introduction-on-scrum-master-course-purpose-of-scrum-team/>

<http://wholesalenext.mystrikingly.com/blog/7-tips-to-wear-a-corset-as-outerwear>

<https://www.boardgamesmore.com/blog/2020/09/17/wingspan-a-relaxing-card-based-strategy-board-game/>

<https://www.seasiainfotech.com/blog/realizing-the-potential-of-a-dynamic-organizational-learning-culture/>

<https://www.seasiainfotech.com/blog/workflow-automation-for-small-and-medium-businesses/>

<https://www.seasiainfotech.com/blog/working-from-home-the-new-normal/>

<https://www.seasiainfotech.com/blog/categorizing-and-comparing-ipaas-apaas-and-saas/>

Social Media Samples:

<https://www.facebook.com/ARVHospital/>

<https://www.facebook.com/pg/wholesalenext/posts/>

<https://www.facebook.com/woosperinfotechmohali>

STATEMENT OF PURPOSE

I have been consistent in my career objectives. My experience of work has given me the confidence to adapt myself to the rapidly changing technology and to complete the assignments on time. I believe that you will provide me the opportunity to further develop the necessary skills required for future environment in the industry.