



Vidhya Lakshmi Yegappan

CONTACT

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📁 [Portfolio](#)

EXPERTISE

- 🕒 Copywriting
- 🕒 Editing and Proofreading
- 🕒 Web Content Creation
- 🕒 Blogging
- 🕒 Thought Leadership Content
- 🕒 Technical Writing
- 🕒 Product Descriptions
- 🕒 Social Media Marketing
- 🕒 HubSpot
- 🕒 WordPress
- 🕒 SEO Campaigns
- 🕒 Inbound Marketing
- 🕒 Personal Branding
- 🕒 Graphic Designing
- 🕒 Competitor Analysis
- 🕒 Webinars

VIDHYA LAKSHMI YEGAPPAN

Content Marketer

Passionate content marketer with 5 years of professional content marketing experience in Zoho and Australian companies. Unravelling business stories is what I do. Producing the right content experiences with refined messages that help meet business goals. Persuasive copywriter with the ability to produce a rock-solid content strategy with distinct writing voices. I help businesses to reap the ROI benefits from content marketing efforts.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST Nov'22 - Apr'23
TCL AUS.NZ | Full-time | Melbourne, Australia

- Planning and executing all digital marketing activities across TCL's diverse product range
- Managing TCL's official website, event promotion, sponsorship digital activation, SEO/SEM, marketing database, EDM, social media activities, display advertising campaigns, etc.

MARKETING ANALYST Dec'21 - Oct'22
Zoho Corporation | Full-time | Chennai, India

- Hosting marketing webinars for customer education
- Establish the brand's presence with video marketing
- Planning, creating and sharing valuable content to attract and convert prospects into customers, and customers into repeat buyers

DIGITAL MARKETING EXECUTIVE May'21 - Aug'21
Essential Solar | Full-time | Melbourne, Australia

- Planning digital marketing campaigns, including web, SEO/SEM, email, social media and display advertising
- Incorporate creative growth strategies and maintain the social media presence

CONTENT COORDINATOR Feb'21 - Apr'21
Brave Energy Systems | Freelance | Melbourne, Australia

- Devised an effective SEO strategy and conducted website audits
- Prepare marketing activity reports and metrics for measuring campaign success

CERTIFICATIONS



THE FUNDAMENTALS OF DIGITAL MARKETING

Issued by Google Digital Garage



CREATING YOUR PERSONAL BRAND

Issued by LinkedIn Learning



LEARNING PERSONAL BRANDING

Issued by LinkedIn Learning



LOCAL SEO FUNDAMENTALS

Issued by Moz



GOOGLE ANALYTICS FOR BEGINNERS

Issued by Google Analytics Academy



CERTIFIED PROFESSIONAL WORKING PROFICIENCY

Issued by Cambridge University Press & Assessment English



LEVEL N5 - JAPANESE LANGUAGE PROFICIENCY

Issued by The Japan Foundation

AWARDS RECEIVED



Most Valuable Professional Award | AI Australia (2020)



Best Outgoing Student Award for Extra-curricular activities (2018)



Appreciation Award for excellent academic performance (2015)



Toppers Award, Sona College (2015)

SOCIAL MEDIA MARKETING

Nov'20 - Jan'21

SPECIALIST

AI Australia | Contract | Melbourne, Australia

- Managing the day-to-day social media posting schedule.
- Creating blog content to attract inbound leads
- Providing market research, forecasts, competitive analysis, and consumer trends

Achievements

- Received the **Most Valuable Professional Award** for dedication towards work and exhibiting leadership skills

FREELANCE CONTENT WRITER

May'20 - Oct'20

Flexbox Digital | Freelance | Melbourne, Australia

- Writing compelling content for blogs that raise brand awareness by understanding the audience persona

CONTENT WRITER

Dec'17 - Nov'19

Zoho Corporation | Full-time | Chennai, India

- Writing and maintaining content for the brands' pages for different countries in the CMS
- Tracking web analytics using **Google Analytics** to ascertain content engagement levels
- Planning and assisting with new product releases and events

Achievements

- Demonstrated proficiency in writing and publishing content for websites that is concise and engaging
- Proven SEO web alignment in on-page optimization to achieve multiple page one ranking in the search engines

EDUCATION

SONA COLLEGE OF TECHNOLOGY,
India

2014 - 2018

Bachelor of Engineering in Electronics and Communication Engineering (GPA: 8.5/10.0)

- Conducted several advertising campaigns to increase student engagement
- Organized various literary events for the college culturals

INTERESTS

- English-language fanatic – Love reading/watching classic narrative styles like 'Anne with an E'
- Thoroughly enjoy swimming and tennis
- Amateur dancer