

Sindhu Kambam

CONTENT WRITER

A flexible content writer for a variety of web and multi-platform applications with a sharp eye for detail. Ability to meet tight deadlines and work with subject matter experts, adapting their knowledge into stories, articles, and summaries and utilize my skills to deliver projects effectively.

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SKILLS

Web Content Writing
Blogging

Editing & Proofreading
SEO

Research
UX Basics

PROFESSIONAL EXPERIENCE

Content writer

Freelance (Infano.care, fabongo.com) *Mar 2020 - Present*

- Research and write engaging content on the trending topics for the blogs and gather article related images.
- Make a list of relevant keywords for the topics assigned, to improve SEO ranking.
- Publish articles as per schedule using the CMS-wordpress.

Content Writer Intern

VBIdeas *Sep 2019 - Jan 2020*

- Create quality, engaging content and infographics for blogs and websites in an efficient and concise manner.
- Write promotional content for social media posts/campaigns to raise brand awareness.
- Write SEO content including tags & meta descriptions to improve website ranking and increase conversion rates.
- Develop digital content marketing strategies from refining keywords to improve SEO ranking.
- Write product descriptions for the e-commerce websites and publish articles using CMS - WordPress.
- Write and design brochures for digital marketing companies.
- Craft product briefs from clients and create impactful stories.

EDUCATION

M.S. Pharmacy

NIPER, Mohali. *Jun 2010 - Jun 2012*

B.Pharmacy

Sri Padmavathi University, Tirupathi. *Aug 2006 - May 2010*

CORE COMPETENCIES

Detail-oriented
Quick learner
Flexibility

Self-motivated
Good Communication skills
Time management skills

Ability to tackle new challenges

TECHNOLOGY SUMMARY

MS Office (Word, PowerPoint, Excel)
CMS-WordPress

CorelDraw
Adobe Illustrator

Figma
Basics of HTML & CSS

DECLARATION

I hereby declare that the information furnished above is true to the best of my knowledge.