

# DEEPAK.R

## CONTENT WRITER

### CONTACT

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Town Hall 2nd Street, Arakkonam.

### SKILLS

Effective Communication

Attention-to-detail Approach

Basic SEO understanding

Video Editing (Tool - Camtasia)

### EDUCATION

#### B.E (in Mechanical Engg.) RGCE, Chennai

2013-2017

Rajiv Gandhi collage of Engineering (RGCE) is an Anna University-affiliated college

#### HSC

##### BDMHS School, Arakkonam

2011-2013

Completed my higher secondary schooling with Bio-Maths as Major.

### LANGUAGES

English 

Telugu 

Tamil 

### PROFILE

A detail-oriented content writer with nearly 5 years of hands-on experience in crafting compelling, SEO-friendly content across various digital platforms and industries. Adept at translating complex ideas into clear, engaging narratives tailored to target audiences. Skilled in **blog writing**, website content, social media copy, and long-form articles, with a strong understanding of SEO principles, content strategy, and brand voice. Seeking to contribute my creative writing skills, attention to detail, and content marketing knowledge to a forward-thinking organization focused on digital growth and audience engagement.

### WORK EXPERIENCE

#### Content Specialist

##### Groupon

August 2022 - February 2025

- Predominant role is to write and proofread Deal descriptions - adhering to Merchant requirements.
- Day-to-day Workflow involves writing content in various line of businesses (LOBs) - like Travel, Live Events, Beauty & Spa, etc.
- Consciously adhere to U.S. and U.K. writing styles - even miniscule details like spelling differences.
- Use AI tools wherever possible - with a conscious approach to infuse only relevant deal information.
- Play a vital role in upholding Groupon's commitment to transparency and accuracy.
- Regularly engage in proofreading activities to ensure grammatically error-free Deal Pages.
- Partly engage in fact checking the deal's value - which helps in crafting detailed write-ups.
- Use Salesforce regularly to handle deals and HTML-based Editing tools to write content.
- Act as liaison between Merchant representatives and consumers.

#### Content Writer

##### GuardianLink

October 2021 - July 2022

- Deployed in the Service division of the company - to work for a Blockchain-based B2B website called 'AppDupe'
- Collaborated with Stakeholders to write press releases (PR articles), broadcasting new announcements, advancements, etc.
- Spearheaded the Guest Blogging activities with my content, which stood as a source of lead generation.
- Day-to-day workflow involves writing content for services revolving around modern-day technologies like Blockchain, Non-Fungible tokens (NFTs), Cryptocurrencies, etc.
- Collaborated with marketing people to drive ROI-driven leads - mostly blockchain-based first-time entrepreneurs.
- Keeping abreast of Technological advancements is a main requirement for this role - which I did well with the help of Discord communities, Twitter communities, etc.
- Crafted Newsletters to promote our services and its impact in Blockchain sector, driving visitors (potential leads) to the website.
- Kept plain English as my writing style throughout.

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### WORK EXPERIENCE

#### Web Content Writer

**WeFour Technologies**

March 2020 - October 2021

- Woven words on the company's objectives and its products/services - mobile app development!
- Had an opportunity to learn the intricacies of B2B writing through blogs, product web pages, and social media content.
- Collaborated with Business Analysts to learn about potential client personas - which helped me write targeted blogs and newsletters.
- Helped the marketing team in lead generation - most of which were potential leads that went on to complete the App Development projects.
- Use DIY, web-based design tools (like Canva, for example.) to design social media images, blog covers, etc.
- Learned how to infuse Keywords and excel at crafting SEO-optimized content - adhering to Search Engine Guidelines.

#### Content Writer

**Ecostream Infotech private Limited**

May 2019 - November 2019

- Learnt the basics of content writing while working in this role
- Worked along with a budding Marketing team (encompassing SEOs, Designers, and Process Managers) to enhance the Process.
- Helped the marketing team in lead generation - most of which were potential leads that converted as sales-driven calls.
- Written search engine-friendly Blogs and Guest Posts to drive leads for service-related websites.
- Responsibility here is to adhere to the U.S Writing style - which I attained with the help of self-learning and practice.
- Learned how to infuse Keywords and excel at crafting SEO-optimized content - adhering to Search Engine Guidelines.

### CERTIFICATIONS

- **Content Marketing** - from HubSpot Academy
  - **Marketing Automation Foundation** - from SimpliLearn
  - **Writing in Plain Language** - from LinkedIn Learning
  - **Business Analysis & Project Management** - from Coursera
  - **Creating API Documentation** - from LinkedIn Learning
  - **Check out my LinkedIn Profile** - [Profile](#)
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