



AISWARYA R NAIR

Finance Writer



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<https://aiswarya.journoportfolio.com/>



Delhi, India

WORK EXPERIENCE

Content Writer

March 2022 - Present

Performics

- Keep up a thorough awareness of the financial sector to produce assured writing at various degrees of sophistication.
- While adopting SEO best practices, develop novel content and improve old material.
- Make sure the brand experience is consistent across all customer touchpoints and media.

Digital Marketing Expert | Content Writer

Sept 2020 - March 2022

Propel Guru

- I have experience in creating, setting up and optimizing paid campaigns across all social media channels.
- The role includes writing, developing, and editing content and copy for a variety of digital platforms, including websites, blogs, videos, social media posts, infographics, and more.

Content Writer - Intern

April 2020 - Sept 2020

Benefigo

- Have written news and articles related to the HR world.
- Have interviewed some amazing HR specialist across the world, which includes, Srinath Gururajao, Jess Tiffany, Patrick Bensen and many more.

Freelance Content Writer

July 2020 - Sept 2020

Mallard Marketing

- Understand the importance of tailoring your message to your audience and structuring your script effectively.
- Conduct thorough research and analysis to craft a compelling story that resonates with viewers.

Freelance Journalist

May 2020 - Aug 2020

Krishi Jagran

- Honed my skills in researching and reporting on topics related to farming, food production, and rural communities.
- Have developed a network of sources and contacts that enable me to produce insightful and informative articles for a range of publications.

Freelance Content Writer

May 2020 - July 2020

Gyan Vitaranam

- Experience in crafting SEO-friendly blog posts, product descriptions, social media content, and more.
- Strong focus on deadlines and attention to detail, I have a proven track record of delivering high-quality content that resonates with readers and achieves its intended goals.

ABOUT ME

As a finance writer with over 3 years of experience, I have developed a strong expertise in producing high-quality, accurate, and engaging content on a wide range of financial topics. Aside from my work in finance, I have also written content in various other niches such as travel, lifestyle, and healthcare. I draw inspiration from the world around me in all aspects of my work.

EDUCATION

PG Diploma in Journalism

Manorama School Of Communication
2019 - 2020

B.Com (Finance)

MG University
2016 - 2019

ICSE

National English School
2008 - 2016

SKILLS

- SEO WRITING
- PROOF-READING
- CONTENT MARKETING
- SOCIAL MEDIA MANAGEMENT
- BFSI WRITING
- ANCHORING
- CREATIVE WRITING