

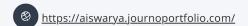
# AISWARYA R NAIR

Finance Writer



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### **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 Benefigo

April 2020 - Sept 2020

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

# Freelance Content Writer Mallard Marketing

July 2020 - Sept 2020

- 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 Krishi Jagran

May 2020 - Aug 2020

### Arisiii Jagraii

- 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 Gyan Vitaranam

May 2020 - July 2020

#### 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