

# YOGITA SINGH

## SEMRush Certified SEO Content Writer

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### SUMMARY

An experienced and qualified **Content Writer** with **2.5+ years of experience** in developing **SEO-friendly content** for web pages, landing pages, blog posts, guest posts, academic research papers, and business listings. Proven history of delivering engaging, informative, and plagiarism-free content to drive organic website traffic in a variety of niches including management, technology, business, beauty, and travel. Well-versed in using **WordPress Engine** as CMS and **Yoast, Rank Math, and SEMrush as SEO Plugins**. In-depth knowledge of conducting secondary research for research papers.

### EXPERIENCE

#### Sr Technical Content Writer

**Ezulix Software Private Ltd.**    📅 03/2024    📍 Gurugram, Haryana

Ezulix Software is an Information Technology company providing B2B custom web development solutions like software development, website design and development, game development, and mobile app development services.

- Writing engaging, SEO-Friendly, and plagiarism-free web pages, landing pages, blog posts, and Press Releases for the company.
- Conducting keyword research in collaboration with the SEO team and content planning accordingly.
- Collaborating with the web designers and deciding the web page themes, colors, layout, and designs.
- Collaborating with the graphic designers and planning Social Media Post graphics and images for blogs and web pages.
- One of my biggest achievements at Ezulix is that certain web pages that were not indexed by Google owing to being AI-generated earlier, were not only indexed with my original content but also ranked high on SERPs.
- Additionally, in collaboration with my Digital Marketing Managers, team SEO, and Team Web Designers, I have revamped the entire website of Ezulix for India and UK locations in terms of content and design, which improved our company's website rankings up to 60-70%.

#### Research Content Analyst

**Trupp Global Technologies Pvt. Ltd.**

📅 03/2022 - 02/2024    📍 Bangalore, (Full Time, Remote Position)

Trupp Global is a BPO company that provides software development, internet research, and other outsourcing services.

- Developing plagiarism-free and highly readable content for business listings for the Crunchbase platform.
- Updating funding, acquisition, and merger information from primary sources such as newspapers (online) and keeping the Crunchbase profiles up-to-date.
- Managed a small team of 5 individuals during a special project and ensured Quality Assurance of business profiles created by them.

#### Academic Writer (Management Research Expert)

**Zucol Services Pvt. Ltd.**    📅 04/2021 - 01/2022    📍 Gurugram, Haryana

Zucol Services is a multi-dimensional organization offering educational and web development services like academic research, assignment help, and BI solution development.

- I joined the Academic Department named Locus Rags in Zucol.
- Conducting extensive secondary research to develop error-free and elite-quality content for research papers, academic reports, PowerPoint Presentations, and Essays for university students based in Australia, UK, and Kuwait.
- Trained the New Joiners in developing research and citation skills for producing high-quality research documents.

### FIND ME ONLINE & CHECK MY PORTFOLIO OF PUBLISHED BLOGS



#### LinkedIn

<https://www.linkedin.com/in/yogita-singh-134a591b3/>



#### Portfolio of Published Blogs

<https://syogita911.journoportfolio.com/>

### SKILLS

Web Content Writing

SEMRush

WordPress Engine

English Typewriting @50WPM

Technical Writing

Google Docs/MS Word

Google Slides/MS Powerpoint

Hindi Typewriting

ChatGPT

Content SEO

Secondary Research

Internet Research

Academic Research Writing

### ADDITIONAL ACTIVITIES



#### YouTube Collaboration with Online Teacher Training Institutes (July 2019-December 2019, 6 Months)

Shot and delivered **50+ video lectures** for an online teacher's training institute.

Developed **100+ Engaging PowerPoint Presentations** as a teaching aid.

**Specialization:** Child Psychology, CTET, Educational Philosophy.

**Sample:** <https://youtu.be/G2rrxxSEpoo>



#### Weekly On-Page Technical Blog Contributor for Appinnovix (Jan 2022-Feb 2024, 2 Years)

Contributed SEO-Friendly, engaging, and insightful Technical Blogs on Appinnovix's official website weekly (every Saturday). Generated organic website traffic for the company and helped them maintain a great public image.

## EXPERIENCE

### Primary Teacher (PRT English)

DAV Public School

07/2020 - 12/2020 New Delhi

Dayananda Anglo Vedic Schools are established by Lala Lajpat Rai and are driven by the philosophies of Swami Dayananda Saraswati, the religious and political sensation of modern India. DAVs believe and promote Arya Samaji Values in the society.

- Managed students of grade III as their class teacher.
- Improved their English reading and writing skills.
- Created social awareness through teaching social science.
- Implemented public dealing skills during the PTMs.
- Applied psychological theories to condition and counsel students as well as their parents.

## RECENT UPSKILLING CERTIFICATIONS

### 1. SEMRush Role of Content Certification

Validity: 6/1/2025

### 2. SEMrush Content Marketing Fundamentals

Validity: 6/1/2025

### 3. SEMRush Keyword Research Certification

Validity: 6/1/2025

### 4. SEMRush Content Marketing Toolkit

Validity: 6/1/2025

## EDUCATION

### Master of English Literature (MEG)

Indira Gandhi National Open University

05/2018 - 12/2020 New Delhi, India

### Bachelor of Education (B.Ed.)

Guru Gobind Singh Indraprastha University

04/2016 - 07/2018 New Delhi, India

### BA (Hons.) English

School of Open Learning, Delhi University

07/2013 - 07/2018 New Delhi, India (North Campus)

### Diploma in Office Management

YWCA of Delhi

07/2013 - 08/2014 Connaught Place, Delhi

## ADDITIONAL ACTIVITIES



### CSR Research Analysis for Impaakt (February 2022, 1 Month)

Participated in the certification program of Impaakt and got **certified** as an **Impaakt Analyst**.

IMPAAKT Analysis is concerned with conducting extensive secondary research on the **CSR practices** of different businesses and writing a short piece of content reflecting all the data collected coherently.

**Sample:**

<https://app.impaakt.com/analyses/in-2020-vertex-pharmaceuticals-produced-600t-of-plastic-packaging-waste-53805>



### Guest Posting FlowerAura, Gurugram (Rakhsabandhan Special Project, 1 Month)

Developed and delivered 40 SEO-friendly guest blog post content pieces in close collaboration with the SEO team to drive organic traffic and promote Rakshabandhan products of the company in Indian and USA.

## LANGUAGES

English

Proficient ●●●●●

Hindi

Native ●●●●●