



SWATI JAISWAL

Content Writer | Content Manager | On-Page SEO Expert

CONTACT

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- Kolkata | Delhi

PORTFOLIO

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MY SKILLS

- Content Writing
- On-Page SEO
- Research
- Web Content
- SEO & Writing Tools
- Management
- Client Relations

EDUCATION

B.A. Sociology (H.)
Banaras Hindu University
2020 - 2023

Higher Secondary
ISC Board
2018-2020

REFERENCE

Aryan Gupta
Ad-Tech Engineer, Google
aryan.gupta.developer@gmail.com

Rohan Arora
Founder @ Gaining Tactics
rohan@surplusfuel.com

Ananya Desai
HR Manager @ AdventuresPedia
hr@adventurespedia.com

INTRODUCTION

A content expert with 3+ years of experience – writing content that “actually” converts. From strategizing your SEO game to delving deep into research for credible content creation, I do a bit of everything (equally effectively) when it comes to “writing”. Let's team up to help propel your brand to success on the Internet

WORK EXPERIENCE

Content Manager

AdventuresPedia

Dec, 2021 - Nov, 2023

- Conducted **keyword research** and provided **strategic content mapping**.
- Analyzed on-page SEO** and **supervised content creation** accordingly.
- Streamlined **travel content production** processes, **reducing turnaround** time through briefs, SOPs, style guides, checklists, etc.
- Maintained strong client relationships, achieving a **90% customer satisfaction rating**.
- Executed content strategies, **increasing organic search traffic** by **40%**.
- Developed content calendars and **provided mentorship** to junior team members, fostering professional growth.

Health & Fitness Writer

Gaining Tactics

Nov, 2020 - Apr, 2022

- Wrote **humane** and **opinion-based health & fitness product reviews** that ranked within the **top 10 search results on Google** within 24 hours.
- Authored engaging and informative **health & wellness blog posts**, resulting in a **40% increase in organic search traffic**.
- SEO-Optimized** content through **strategic keyword placement** and **Surfer SEO insights** resulting in an improvement in rankings.
- Efficiently responded to **HARO queries** related to **Digital Health Integration, Mind-Body Connection, Sleep Hygiene**, etc., resulting in **guest posting** opportunities and an **increase in website visibility**.

Digital Content Writer

Freelance

Oct, 2020 - Present

- Proficiently utilized various **Writing, CMS, and SEO tools/platforms** including **G-Suite, WordPress, Jasper, Yoast SEO, SemRush, Surfer SEO, Copyleaks, Google Search Console**, etc.
- Delved into **extensive research** to **craft** comprehensive **product and service reviews, B2B & B2C website content, long-form blogs**, etc.
- Worked with clients in different niches including travel, health, fashion, SaaS, lifestyle, beauty & wellness, pets, eCommerce, etc.
- Written **sponsored content/guest blogs focused on health and wellness** products and service reviews. Published on popular websites including **Outlook India, News Direct, Deccan Herald, Daily World, NDTV**, etc.