


# Swapna R

FREELANCE CONTENT WRITER & STRATEGIST

 swapnarananaware@gmail.com

 [Portfolio](#)

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- 8 years of experience in content strategy and SEO writing.
  - 100% Job Success Score on Upwork.
  - Top 10% of talent on Upwork.

## EDUCATION

**Bachelor of Arts in Economics**

*Pune University, India*

## SKILLS & EXPERTISE

SEO Writing  
Content Strategy  
Copywriting  
Wordpress  
Canva  
Google Analytics  
SEMRush  
Adobe Photoshop

## CERTIFICATION

**Professional Scrum  
Master**  
Scrum.org

**Content Marketing**  
HubSpot Academy

**Inbound Marketing**  
HubSpot Academy

**Google Analytics**  
Google

## WORK EXPERIENCE

### Self-Employed

#### Copywriter and Content Strategist

*August 2021 - Present*

Experienced freelance consultant offering specialised content and copywriting solutions tailored to elevate your online presence.

Notable projects:

- Thryv Australia
- Actonic GmbH
- Businesses for Sale Australia
- ErgoServ Software
- BFFashion
- SimpleTechX
- Mandoe Media
- Cypheme Technologies

### Content Strategist VARStreet Inc.

*March 2019-August 2021*

VARStreet Inc. is a SaaS company that offers hosted B2B, B2G, and B2C sales quoting, eCommerce, and CRM solutions to IT resellers in the United States.

- Initiated a comprehensive content audit of over 20 website pages and 100+ blogs, including thorough audience research and competitor analysis.
- Developed and executed data-driven content strategies aligned with business goals, resulting in increased engagement and a 25% boost in sales-qualified leads.
- Led weekly brainstorming sessions with internal stakeholders to generate creative ideas for new content initiatives targeting specific audience segments.
- Spearheaded the creation of an editorial calendar to plan, schedule, and track 100+ pieces of content monthly, refining workflow processes and improving content delivery efficiency by 40%.
- Increased website traffic by 40% with compelling copywriting, and high-quality, keyword-rich articles and blog posts.
- Updated 50+ pieces of old content to meet current SEO standards, boosting traffic to underperforming pages.

- Managed 5 freelance contributors, ensuring timely delivery of 20+ high-quality articles monthly.
- Mentored 5 junior team members by providing constructive feedback and fostering a positive learning environment to support their professional growth.
- Streamlined content production processes and introduced efficient workflows and brand guidelines, reducing turnaround times from 3 weeks to 1 week.
- Collaborated with 5 cross-functional teams to ensure cohesive messaging across 8 marketing channels and platforms.

## Content Writer

### Domain FX

*July 2018–October 2019*

DomainFX is a premier web design company based near Brisbane, specialising in creating websites for local Australian businesses.

- Handled social media accounts for 7 clients, resulting in improved engagement and website traffic.
- Boosted online visibility for the agency and clients by creating over 50 pieces of SEO-optimised content tailored to target audiences.
- Revamped websites and content for 5 clients based on SEO audit recommendations, resulting in improved search rankings.

## Digital Co-Ordinator

### Rapid Clean Newcastle

*November 2016 – November 2017*

Rapid Clean Newcastle is a leading supplier of cleaning equipment and consumables to various sectors in Newcastle and Hunter Valley.

- Enhanced digital presence by 100% through inbound marketing tactics crafted to attract, engage and convert customers.
- Drafted SEO-friendly product descriptions for 300+ products, resulting in a proven 100% increase in website traffic and online sales.
- Transitioned 90% of customers from offline buying to shopping on the ecommerce store.
- Managed 3 social media platforms driving user interactions and customer engagement.
- Conceived, designed and executed 7 successful email marketing campaigns using MailChimp.
- Created and maintained a weekly blog from scratch, focusing on industry news, articles, and best practices, which drove traffic to the company's website where there had previously been none.