



# NISSHA NIRMAL KUMAR

FREELANCE COPY AND  
CONTENT WRITER

## CONTACT



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<https://nisshanirmal-kumar.journoportfolio.com/>

## SKILLS

- Content Writing Tools
- Research & Analysis
- Content Management Systems
- Content Creation
- SEO optimization understanding
- AI Tools - Gemini & ChatGPT
- Work Copywriting
- Excellent Communication
- Content Curation
- Idea Brainstorming

## PROFESSIONAL SUMMARY

Adept Freelance Content & Copy Writer and published author with a robust track record of elevating digital content visibility through SEO Optimization and compelling storytelling. At Freelancing, I spearheaded projects that significantly enhanced audience engagement. Masterful in Creative Writing and Client Relations, my work, including a traditionally published book, demonstrates a unique blend of technical proficiency and imaginative narrative construction.

## EXPERIENCE

February 2024 - Present

### Freelance Copy Writer

Moon Digital Agency

- Creating SEO optimised content for social media posts, descriptions, video scripts, service & product descriptions and service pages for astrologer websites.
- Revised and proofread existing content for quality.
- Maintaining the uniqueness and freshness of many contents for the same topic is my added advantage.
- Providing 100% plagiarism free reports using plagiarism detector and 0% AI detection report using Copyleaks.
- Managing multiple writing assignments simultaneously while adhering to tight deadlines.
- Handing contents for 20+ clients simultaneously.
- Master Yogananda: <https://masteryogananda.com> Love back expert, Evil spirit and witchcraft removal in Bay Area, psychic reader and spiritual healer in Bay Area, Astrologer and palm reader

- Pandith Durga Raj

<https://durgaraj.com>

- Master Sai  
<https://mastersaiguruji.com>
- Psychic Rudra, Pandith Karthik Ji, Pandith Kashinath, and many more

January 2024 - Present

### Freelance Content Writer

Freelancer

- Drafted compelling and informative content for websites and social media posts.
- Researched topics to craft original articles that met the needs of target audiences.
- Implemented search engine optimization (SEO) best practices to increase content visibility and organic traffic.
- Managed multiple writing assignments simultaneously while adhering to tight deadlines.

## LANGUAGES

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- **Tamil**  
Native
- **English**  
Fluent
- **Telugu**  
Fluent
- **Hindi**  
Beginner

- Edited text for grammatical correctness, clarity, and tone.
- Revised and proofread existing content for quality.

May 2020 - Present

### **Author**

Self, Chennai, Tamil Nadu

- Poetess of "Life's Story In a Nutshell", traditionally published by Pen It! Publications LLC, Indiana, USA for the period of 2021 to 2023.
- Author of "The Unbreakable Thread", a romantic fiction New Adult Novella, self published in Notion Press by May, 2020.
- Young Adult Fantasy Adventure is my work in progress.
- Developed creative writing skills to craft engaging stories with compelling characters and plotlines.
- Edited manuscripts for grammar, punctuation, syntax, and style.
- Compiled feedback from readers into actionable insights for future projects.

May 2024 - July 2024

### **Content Consultant**

CMDE Labs, Irvine, CA

- Crafted articles for LinkedIn and other social media platforms like Instagram and Facebook, relevant to steel industries & engineering.
- Curated content on relevant industry trends and being updated in technology innovations.
- Used AI tools purely for research.
- Ensure timely delivery of projects by collaborating with designers, editors, web developers and marketing teams.
- Assisted clients in developing a unified voice across multiple platforms by establishing consistent messaging guidelines.

January 2022 - December 2022

### **Content Writer & Copy Writer**

Alok Infotech, Chennai

- Researched and writing effective copy that is tailored to the target audience.
- Wrote original short- and long-form content that maintained brand consistency across channels.
- Edited and proofread content and proposals for accuracy and clarity.
- Single handedly provided articles for websites, brochures, social media posts, video scripts, and such for 20+ clients.

January 2016 - December 2016

### **Assistant Systems Engineer**

Tata Consultancy Services

- Quality check & Car circuits creation by Adobe Illustrator software
- Analysis of car circuits for changes and handing over 100% error free car circuits to RNTBCI after Quality Check.

- Advised and supported 30+ professionals in creating error free car circuits.
- Organized and led 20+ team meetings to ensure top level quality check in our records.
- Significant increase in error count by meticulous quality check.

## EDUCATION

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May 2015

**M. Tech in Instrumentation & Control** GPA 9.1

SASTRA University, Tanjore

### Relevant Coursework

- Instrumentation & Control

### Awards & Honors

- Third University Topper

May 2013

**B. E in Instrumentation & Control** GPA 8.45

Saranathan College of Engineering, Trichy

### Relevant Coursework

- Instrumentation & Control

### Awards & Honors

- 6Th Rank Holder in Anna University, Trichy Affiliated Colleges.

## DISCLAIMER

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I hereby declare that the above-mentioned information is correct up to my knowledge and I bear the responsibility for the correctness of the particulars.

## REFERENCES

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**References available upon request**

## PUBLICATIONS

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- Blog for Team Pace Setter Steel industry - <https://teampacesetter.com/blog/steel-showdown-decoding-the-pros-cons-of-galvanized-vs-stainless-steel/> published on March 11th, 2024
- Blog for Team Pace Setter Steel industry - <https://teampacesetter.com/blog/unlocking-the-potential-of-metal-coatings-in-the-fight-against-corrosion/> published on March 21st, 2024

- The Unbreakable Thread – A Novella By Nissha Nirmal Kumar - published on <https://weuncut.wordpress.com/2020/10/02/the-unbreakable-thread/> as a guest post.
- Behold the secret of potty training! Tips and Hacks by Mom of 2 - published in Mommyhood, <https://mommyhood.com/potty-training-2/>