



SUMMARY

Dynamic copywriter with five years of experience in crafting engaging content that drives web traffic, enhances audience engagement, and converts leads into customers. Proven expertise in editing and proofreading, ensuring clarity and accuracy across diverse platforms. Skills for implementing effective SEO strategies and conducting thorough research to create high-quality written material that resonates with readers.

EDUCATION

Usha Pravin Gandhi Management College

Bachelor's Degree in Mass Media, Journalism
2016 - 2019

SKILLS

- Ability to create clear, concise, and user-oriented copy
- Strong keyword research capabilities
- Working knowledge of on-page SEO and content planning
- Working knowledge of WordPress CMS
- Strong understanding of HTML elements used to structure content
- Strong organisational and time-management skills
- Exceptional communication and interpersonal skills
- Ability to work independently and as part of a team
- Detail-oriented and able to handle multiple tasks simultaneously
- Experience in managing teams of up to 3 writers
- Ability to fact-check and edit up to 1000 words in less than 40 minutes.
- Strong understanding of customer personas
- Ability to tailor content based on the company's customer persona
- Can explain technical topics in a simple way
- Can customise and plan content based on the client's existing style guide

PROFESSIONAL EXPERIENCE

Copywriter

Self-employed | 2023 - Present

- Worked with over 10 clients in diverse fields (government, education, email marketing, etc) to create compelling website copy and email campaigns.
- Created high-conversion landing pages and collaborated with design teams to improve user experience
- Developed SEO strategies to increase website traffic by up to 20% and increase conversions by up to 10%

Senior Editor

We Write Blog Posts | 2022 - 2023

- Conducted interviews with subject matter experts to ensure accuracy of content
- Edited and proofread more than 150 articles to ensure accuracy and clarity of information
- Developed a process for streamlining editorial workflow and meeting tight deadlines, reducing editing time per article to under 40 minutes.
- Researched and updated content on multiple websites, resulting in up to 30% increase in web traffic
- Developed and implemented a comprehensive editorial strategy that increased content quality and consistency by 40%
- Created a style guide that set standards for writing and formatting, resulting in a more unified content style across all platforms

Freelance Writer

We Write Blog Posts | 2022 - 2023

- Wrote detailed, actionable long-form and short-form articles and blog posts with a focus on compelling storytelling and search engine optimization.
- Conducted keyword research to create authoritative, fact-checked articles following E-A-T principles.
- Used on-page SEO and keyword optimisation to increase website traffic by up to 20%

KIRTANA MENON

Copywriter

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CERTIFICATIONS

- Hubspot Academy SEO Certification
- Hubspot Academy Content Marketing Certification
- Hubspot Academy Email Marketing Certification

PORTFOLIOS

- Public Portfolio:
<https://kirtanamenon.contently.com/>
- Ghostwriting Samples:
<https://bit.ly/kirtanamenonghostwritingportfolio>
- Editing Samples:
<https://bit.ly/kirtanamenoneditingsamples>

Freelance Writer

Purple Pencil Project | 2019 - 2025

- Wrote over 20 articles, features, and reviews about books and literary analysis
- Edited, fact-checked and conducted interviews with subject matter experts to ensure accuracy and consistency across all articles
- Implemented SEO strategies to increase traffic, resulting in an increase of up to 15%

Freelance Writer

Just Burst Out | 2022 - 2023

- Created 120 original blog articles for a client in the ed-tech industry that increased traffic by up to 15%
- Wrote a series of educational articles that increased customer loyalty and conversions by 10%
- Edited and proofread copy to ensure accuracy, readability, and adherence to the client's style guide

Content Writer - Intern

Tralgy | 2017 - 2018

- Managed content creation and publication process, ensuring timely and accurate delivery of content
- Wrote and edited high-quality travel articles, blog posts, and website copy that drove organic traffic to the company website
- Conducted keyword and audience research to ensure content was tailored to target audiences
- Created engaging and search engine optimized content that increased website traffic by up to 15% in a year