

Rajasree Nair

Dombivli East (Suburban Mumbai) 421201 | +91 8108614567

readnext.rn@gmail.com | LinkedIn: <https://www.linkedin.com/in/rajasree-nair-174b1517b/>

I think right. Hence, I know how to write the right things.

I am a writer with over 6 years of experience in ideation, strategy planning, content writing and copywriting for clients across industries. Proven ability to enhance engagement and, drive significant growth by tailoring content to meet the unique needs of market segments.

SKILLS

- Website content
- Blogs (Short-form and long-form content for various industries eg. Digital marketing, tech organic food products etc.)
- Print & Digital ad copy
- Press release writing
- Ghostwriting.
- Social media calendar
- Short video scripts
- Interview questionnaire
- Campaign Copy (Hoardings, Digital ad, pamphlet, etc)
- Brochure content
- Editing
- Proofreading

WORK EXPERIENCE

Freelance Writer

Self-employed

November 2024 - Current

- Utilized exceptional writing, editing, and proofreading skills to produce engaging and error-free content.
- Brainstormed ideas to create useful content for clients.
- Produced original, creative content for promotional advertisements and marketing materials.
- Presented clients with unique copy options based on overall marketing objectives.
- Created content for websites and online publications.

Senior Writer (Copy & Content)

Brandniti5 Integrated Agency, Mumbai, India

August 2023 – October 2024

- Completed thorough research into assigned topics.
- Edited and proofread content to confirm proper grammar, quality and consistency.
- Developed content for variety of industries, ranging from real estate to fashion.
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic.
- Played instrumental role in creative planning and review sessions, working with resourceful team to elevate quality of content and designs.
- Prepared social media calendar for real estate clients and fashion clients.
- Wrote advertising copy for online content

Senior Content Writer

Webtraffic Agency, Mumbai, India

December 2020 – August 2023

- Researched and wrote articles for online publications.
- Collaborated with senior leadership to ghostwrite thought-leadership articles.
- Brainstormed ideas to create useful social media content for clients.
- Wrote technical articles for clients ranging from app security services to simulators.
- Wrote press release for real estate, finance, logistics clients.
- Headed a team of intern writers to guide and mentor them.
- Handled social media strategies for clients from logistics, food, education industries.

Content Writer

Signage Mumbai, Mumbai, India

February 2020 – November 2020

- Published regular pieces on Signage boards.
- Handled all in-house content requirements such as website, blogs, social media, video scripts etc

Content Writer

Insomniacs, Mumbai, India

February 2019 – September 2019

- Researched real estate industry trends and customer preferences to inform copywriting efforts.
- Delved into unique themes and subjects with each work to enhance artistic growth and skill.
- Conferred with clients, editors or producers to discuss changes and revisions to written material.
- Wrote compelling, succinct, clear content for real estate trends site.
- Handled ad copy for both print and digital medium

- Prepared interview questionnaire to obtain vital information for stories

Intern Writer

Greencode Technologies, Mumbai, India

October 2018 – December 2018

- Provided writing support in fast-paced environment for variety of public-facing materials.
- Proved successful working within tight deadlines and a fast-paced environment.
- Formatted content to adhere to industry-specific style guides.
- Customized brand message to reach and capture target audience interest and drive engagement.

Portfolio

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

Education

Bachelors in Mass Media (Advertising)

V.G Vaze College,, Mumbai, India

Grade: A

Online Course Certifications

Social Media Marketing Level 1 & 2

From Hubspot Academy

INTERESTS

Dancing & Reading.

I am a trained Bharatanatyam dancer.