

TASHEFA.S

COPYWRITER

PERSONAL PROFILE

Marketing at its core is all about helping people, changing perceptions, and breaking barriers. As a copywriter, I want to help businesses and brands change the lives of more people with valuable content, analytics, and optimisation.

WORK HISTORY (EXPERIENCE: 2YRS 5 MONTHS)

Copywriter at XtraCut Digital

SEPTEMBER 2020-PRESENT

- On-Page SEO optimisation for websites to improve ranking.
- Creating Social Media Posts and Ads for Brands.
- Crafting lead magnets and blog content to improve reach.

Jr.Copywriter at Pigtail Pundits

MAY 2019-AUGUST 2020 (1YR AND 3 MONTHS)

- Writing comprehensive, SEO and user-friendly blogs with attractive headlines that will improve CTR and the trust the consumer has.
- Writing website copy that clearly tells consumers how a particular brand can help make their life easier.
- Creating e-books full of actionable material.
- Write personalised e-mail sequences for bulk audience to promote blogs, webinars, an other products.
- Create social media posts to promote the blogs.

SEO Writer at Aptimist Techno Solutions (Prev. Chandhni Infotech)

JUNE 2018-MAY 2019 (11 MONTHS)

- Conducting Keyword Research and creating user and SEO-friendly content based on keywords.
- Staying updated on the latest SEO trends and making changes to content accordingly.
- Creating captivating Blog Posts for Websites.

CONTACT DETAILS

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ACHIEVEMENTS

- Winner of the Best Employee of the Year (2018) award at Aptimist Techno Solutions for Creativity and Discipline.
- Was awarded a scholarship for excellent overall performance for 4 years whilst in University.

ACADEMIC BACKGROUND

Hindustan Institute of Technology and Science

B.TECH AEROSPACE ENGINEERING, 2017

CGPA: 8.58/10 (3.4/4)

Anna Adarsh Mat.Hr.Sec.School

XII STANDARD (TAMIL NADU STATE BOARD; COMPUTER SCIENCE WITH MATHS)

Percentage: 90.6%

Anna Adarsh Mat.Hr.Sec.School

X STANDARD (TAMIL NADU STATE BOARD)

Percentage: 92.6%

CERTIFICATIONS

BUSINESS ENGLISH CERTIFICATE (BEC) VANTAGE GRADE B2