

Akshay Rameshan

Content Writer

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Professional Summary

Enthusiastic and dedicated Content Writer experienced in crafting engaging and impactful content. Possessing extensive experience in content creation gained from roles in web freelancing agencies and B2B SaaS environments. Proficient in generating high-quality content across diverse topics, including politics, business, and technology.

Area of Expertise

✓ Content Marketing	✓ Digital Marketing	✓ News Analysis	✓ Business Insights
✓ SaaS Industry	✓ Political Affairs	✓ Editorial Writing	✓ Technology Trends

Professional Experience

Caracal March 2023 - Present

Content Writer

- Spearheaded content management for multiple client websites under Caracal, ensuring consistent quality and brand voice across diverse industries and markets.
- Crafted engaging and SEO-optimized content, including website copy, blog posts, and landing pages, to drive traffic, enhance user engagement, and improve search engine rankings.
- Collaborated closely with clients to understand their business objectives, target audience, and unique selling propositions, tailoring content strategies to meet their specific needs and goals.
- Implemented content updates and revisions in accordance with client feedback, industry trends, and best practices, maintaining a high level of accuracy and relevance.
- Monitored website performance metrics and conducted regular content audits to identify opportunities for optimization and enhancement, contributing to the overall success of client digital marketing campaigns.

CartRabbit June 2022 - February 2023

Content Writer (B2B SaaS)

- Developed and executed comprehensive content strategies for Cartrabbit's B2B SaaS products, driving brand visibility and customer engagement.
- Managed website content, ensuring alignment with brand messaging, SEO best practices, and target audience preferences.
- Produced compelling and informative content assets including blog posts, product descriptions, and case studies, contributing to increased lead generation and conversion rates.
- Collaborated cross-functionally with marketing, product, and design teams to maintain brand consistency and enhance user experience across all digital platforms.
- Conducted regular content audits and performance analyses to optimize content effectiveness and meet key performance indicators.

Vivid Marketing March 2018 - June 2022

Marketing Associate (Digital)

- Led digital marketing initiatives for Vivid Marketing, a leading importer of power tools catering to wholesale and retail clients across Kerala, India.
- Executed targeted digital campaigns to increase brand awareness, drive website traffic, and generate leads within the local market.
- Managed social media channels, email marketing campaigns, and online advertising efforts to engage with customers and promote product.
- Analyzed digital marketing performance metrics, including website traffic, conversion rates, and customer engagement, to optimize strategies.
- Collaborated with sales and product teams to align digital marketing activities with overall business goals and support sales efforts effectively.

Skills and Competencies

Professional Skills	• Content Writing	• Content Strategy	• Content Marketing	• Copywriting
	• Research & Analysis	• Social Media Marketing	• Team Collaboration	• SEO/PPC Optimization
	• Brand Management	• Audience Insights	• Project Coordination	• Proofreading
Tools	• Google Analytics	• Hootsuite	• Adobe Creative Suite	• Ahrefs
	• WordPress	• Buffer	• Canva	• Mailchimp
	• Microsoft Office Suite	• Asana	• Sprout Social	• Yoast SEO

Education

Pondicherry University	Master of Business Administration	Marketing	Puducherry, IN
	December 2021 - December 2023		
Kannur University	Bachelor of Technology	Mechanical Engineering	Kannur, IN
	June 2015 - June 2018		
Directorate Of Technical Education	Engineering Diploma	Mechanical Engineering	Kannur, IN
	June 2012 - June 2015		