



Yasha Tomar

Senior Content Writer



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Indore



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PROFESSIONAL SUMMARY

Creative content writer with an eye for detail and a passion for crafting stories. Skilled in utilizing new techniques and keeping up with the latest trends in writing. Wrote and edited more than 50+ content for clients and the business.

Result-driven content writer offering 2 years of client-focused service, project management, and business-generating content production. Proficient at cultivating and retaining key client relationships and business partnerships.

SKILLS

7 / 10

Microsoft Word

8 / 10

Editing

9 / 10

Google Search Console

10 / 10

Creative Writing

6 / 10

Google AdWords / Ahrefs

EDUCATION

MBA – Marketing & HR

IPSA, Indore

2019 - 2021

B. Com – Computer Application

IPSA, Indore

2016 - 2019

Secondary & Higher Secondary

The Vidhyanjali International School, Indore

2012 - 2014

EXPERIENCE

Senior Content Writer

IT Dwell - Indore

May 2021 – February 2023

- Undertook responsibility and provided writing support with the help of Google **search console**, **SEMrush**, and **Google Keyword Planner**.
- Utilized exceptional writing, editing, and proofreading skills in **75+** to **produce engaging and error-free content**.
- Helped in **Web Content Writing** for clients from the Real estate, IT, and medical sectors.
- Wrote and edited high-quality content and visually impactful **programs under deadline pressure** with an exciting, captivating, and authentic approach.
- Developed content for a **variety of topics**, ranging from technical to lifestyle, for multiple websites.
- **Formatted content** to adhere to industry-specific style guides

CERTIFICATION

- Digital Marketing | Google
2020