

Kalaivani S

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With 5 years of experience in SEO content writing, I have written long-form content on diverse topics ranging from B2B SaaS products, Information Technology, AI, ML, IoT, Blockchain, Cryptocurrencies, Crypto mining, etc. As a seasoned content writer with strong SEO knowledge, I know the balance of writing high-quality content that is valuable to the audience and optimized for the search engines— a proficient Content Specialist with an Engineering background.

SKILLS

- Content Writing
- Content Ideation
- Proofreading & Editing
- Keyword Research
- Competitor Analysis
- Guest Posting
- On Page & Off Page SEO
- Performance Tracking

TOOLS

- WordPress
- Google Search Console
- Google Analytics
- Ahrefs
- Screaming Frog

CERTIFICATIONS

- **SEO Career Kickstarter (SCK)**
(May 2024- Aug 2024)
Successfully completed a 3 months practical course on SEO. Build a WordPress website from scratch, wrote blogs, did on-page SEO and off-page SEO elements for the website as a part of the course. Learnt the nuances of optimizing the content for search engines and ranking higher.

WORK EXPERIENCE

Bros Labs

Sr. Content Writer

(May 2024- Present)

- Writing blog posts on crypto mining, cryptocurrency and blockchain-related topics.
- Writing setup guides, user manuals for various crypto mining hardware.
- Writing Press Releases and Product Descriptions.

Content Writer

(May 2023 – April 2024)

- Writing blog posts on blockchain, cryptocurrency and related topics.
- Writing user manuals for various crypto mining hardware.
- Writing Press Releases and Product Descriptions.

OpenXcell

Content Writer (B2B)

(June 2022- April 2023)

- **Blog Posts**
Writing in-depth blog posts on the Company's SaaS product, Inventory Management Software - Orderhive, DEAR Systems, and Cin7, naturally incorporating product features and benefits. Finding topics related to supply chain, inventory, marketing and business and writing creative blogs around them. Upon the US editor's suggestions, make relevant changes and enhance content accuracy. Writing product updates from time to time by checking the software in real-time for upgrades.

Cypherox Technologies

Content Writer

(Dec 2020- April 2022)

- **Technical Blog Posts**

Writing blog posts for the company's website on several technical topics like mobile app development, website development and other software products. Make sure the introduction for every blog post is simple and engaging enough to retain the audience.

- **Email marketing:**

Writing catchy & engaging subject, that quickly grab the attention of the user.

Writing cold emails to potential prospects. (BAB model, AIDA model, PAS model)

Writing relevant CTAs to make the user take required action.

- **Personal Branding:**

Hands-on-experience in crafting various business articles to promote the company across social media handles. Writing blog posts on current trending technology topics like AI, ML, IoT, Cryptocurrency, and more for the company's CEO's Medium & LinkedIn profile for personal branding.

- **eBooks:**

Successfully completed 4 eBooks on various trading and finance topics for US client, Apiary fund.

- Scaling In and Scaling Out
- How to Overcome the Incoming Surge of Inflation?
- How a Financial Planning can help you grow Wealth?
- The Skinny on Stimuli (US Stimulus checks)

- **Copy Writing:**

- Writing website content for clients from varied industries like Information Technology, Digital Marketing, Real Estate, and more adhering to their brand voice & portfolio of service.
- Optimizing landing pages with relevant content for lead generation and sales conversion.

- **Content Marketing:**

Coordinate with the SEO team and create high-quality & relevant blog posts by incorporating keywords for client websites to improve ranking and drive traffic.

- **Social Media Posts:**

- Writing catchy social media posts on bitcoins & passive income generation for the client The Satoshi show.
- Writing taglines and slogans for various digital products for company's clients.

Sr. Content Writer – 360 Branding Studio (Freelance)

(Feb 2020 to Nov 2020)

- **Blog Marketing**

- Around 200+blogs on various digital marketing techniques by doing extensive research over the internet
- Writing promotional blogs for company's products by using relevant keywords

- **Social Media posts**

- Around 20+ two line quotes per day
- Creating precise and compelling content for social media posts by coordinating with the design team

- **Content Writing**

- Developing content for various client websites as per requirements
- Creating video and informative content for various clients to enhance their portfolio of service

Teaching Experience (March 2008 to June 2009)

Math and science for kids using play way method (Eisenhower Elementary school, Ottumwa, Iowa, USA)

Software tester (Sep-2006 to June-2007)

As a test engineer on kid's online game project called SPEGNET

ACADEMIC DETAILS

2005 B.Tech in Electronics and Communication Engineering from BCET, Karaikal
2001 Higher Secondary from ATGGHSS

COMPETENCIES

- Quick Learner
- Excellent writing skills
- Adaptability