

# Gaurav Koli

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## PROFILE SUMMARY

Creative, SEO-focused Content Writer with 4+ years of experience. Expert in blogging, copywriting, product descriptions, technical documentation, and web content that boosts traffic and engagement.

## EDUCATION

### SVCET

*Bachelor of Engineering in AI & ML*

Pune, Maharashtra

May. 2021 – Jun. 2025

### Indirabai Lalwani Jr. College

*HSC (Science)*

Jalgaon, Maharashtra

Aug. 2020 – Mar. 2021

## EXPERIENCE

### Content Writer (Internship)

Aug. 2024 – Nov. 2024

*K2 Technologies*

Remote

- Produced over 100 articles for blogs, landing pages, and newsletters, improving client site traffic by up to 80%.
- Conducted keyword research and SEO audits using tools like SEMrush and Google Analytics.
- Worked with clients across diverse industries including technology, education, e-commerce, and health.

### Copywriter

Mar. 2024 – May 2024

*Cub Design*

Pune, Maharashtra

- Created radio scripts for health awareness, boosting outreach and trust.
- Wrote engaging social media copy for healthcare campaigns on Facebook, Instagram, and LinkedIn.

### Web Content Writer (Internship)

Sep. 2023 – Dec 2023

*EVfizz*

Remote

- Increased blog engagement by 30% through SEO-focused content and social media promotion.
- Created SEO-optimized landing pages, service descriptions, and About Us content, increasing engagement and conversions.

## ACHIEVEMENTS

### Built a Personal Brand as a Content Writer

*19K+ Followers — 3.7M+ Impressions — Student-Focused Content*

- Grew a loyal audience of over **19,000** followers on LinkedIn by consistently writing impactful and relatable content for students, early-career professionals, and job seekers.
- Achieved over **3.7 million** impressions by sharing actionable career advice, writing tips, resume strategies, and personal growth stories.
- Received hundreds of messages and testimonials from students and professionals who benefited from my content.

### Recognized as a Career Guidance Influencer

*Top-performing content in the writing and education niches*

- Featured on LinkedIn's "Top Voices in Career Development" posts and student pages.
- Frequently reposted and referenced by educational platforms and communities focused on career success.

## SKILLS

**Writing & Editing:** Copywriting, Blogging, UX Writing, Technical Writing, Editing, Proofreading

**SEO & Tools:** SEMrush, Google Analytics, WordPress, CoSchedule Headline Analyzer, Hemingway Editor

**Other Tools:** Notion, Trello, Canva, Grammarly, Google Docs