

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

16K+ Followers — 3M+ Impressions — Student-Focused Content

- Grew a loyal audience of over **16,000** followers on LinkedIn by consistently writing impactful and relatable content for students, early-career professionals, and job seekers.
- Achieved over **3 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