

Kousalya Jayasankar

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EDUCATION: BE Computer Science

- Sri Krishna College of Technology (2024)
 - CGPA: 8.5
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EXPERIENCE:

Technical Content Developer | ConverSight

- Developed and maintained **complex product documentation** (user guides, installation manuals), demanding meticulous attention to detail and strict adherence to style guides over long periods.
- Conducted **in-depth research on complex software features**, ensuring accuracy and academic integrity in all published technical materials.
- **Edited and proofread diverse subject matter**, ensuring clarity, technical accuracy, and adherence to the company voice.
- **Collaborated cross-functionally with engineering teams** to synthesise technical data into clear, accessible language for diverse user segments.
- Contributed to multimedia ([Videos](#)) how-to guides, leveraging strong writing skills to significantly improve user adoption rates.

[Documentation](#)

[Whitepaper](#)

Content Writer | CartRabbit (Retainful)

- Authored 30+ in-depth blogs and documentation showcasing C1-level **English proficiency** and detailed **subject matter expertise**.
- Analysed content performance data (Impressions, CTR, Ranking) using master sheets, demonstrating exceptional attention to detail and **proficiency in data handling** (akin to JSON/CSV formats).

- Increased Search Engine Ranking for high-volume keywords through focused research and content optimisation.
- Contributed to an **increase in AI citations** (content mentions by AI systems), linking content creation directly to Large Language Model (LLM) ecosystem engagement.
- Worked on article revamps based on performance data, resulting in measurable ranking improvements for underperforming content.

Retainful Knowledge Base

Blogs

Skills Summary

- **AI/Data & Content Expertise:** LLM Data Creation, Written Language Data Annotation, Editing & Proofreading, English Proficiency (Writing, Reading, Comprehension), Style Guide Adaptation, Technical Content Creation.
- **Research & Analysis:** Strong Analytical Thinking, Complex Topic Research, Content Performance Analysis, Exceptional Attention to Detail, Data Synthesis, Academic Integrity (Plagiarism awareness).
- **Technical Tools:** Familiarity with JSON, CSV, Python, SQL, HTML, CSS; Adobe Creative Suite, Ahrefs, Semrush.
- **Marketing Skills:** Content marketing, Product feature highlighting, Copywriting, Multimedia integration, Search engine optimisation, Backlinks building.
- **Other:** Team Collaboration, Cross-functional Communication

Certifications

- Python for Data Science, IBM
- Diploma in RPA, UPI
- Design and Analysis of Algorithms, NPTEL
- Effective Writing, NPTEL

Activities & Accomplishments

- Finalist in the 2022 PLI Blockathon, showcasing innovative problem-solving and teamwork.
- Served as class representative for three consecutive years, demonstrating leadership and communication skills.

Languages

spoken Languages: English (Fluent), Tamil (Native), Telugu, Malayalam, French (Basic)