

# Mansi Dhariyal

SEO driven content writer with 1.5 years of experience and proven track record of improving website visibility(rankings) and driving sales through well-researched and optimized content.

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## EXPERIENCE

### Moretasks, Remote — *Content Writer*

JULY 2023 – PRESENT

**SEO-Driven Content Creation:** Authored travel-related articles using **SEO best practices, keyword research**, on-page optimization, and LSI to improve rankings.

**Sales Generation:** Enhanced visibility, **website traffic**, and **ticket sales** for popular attractions like the Eiffel Tower and more through strategic keyword placement.

**Social Media Marketing:** Implemented and executed social media marketing strategies, and **campaigns** to increase audience engagement and drive traffic.

### Tongadive, Remote — *Content Writer Intern*

FEB 2023 – JULY 2023

**Technical Writing:** Developed informative technical articles to simplify complex concepts of **blockchain technology and AI** accessible to diverse audiences.

**Research and Analysis:** Utilized industry-standard resources to provide accurate and up-to-date information on **emerging technologies** in the IT Industry.

**Proofreading and Editing:** Collaborated closely with senior writers, editors and team members to **proofread and edit** articles, ensuring high-quality content.

## EDUCATION

### Graphic Era Hill University, Bhimtal — *BCA*

AUGUST 2019 - JUNE 2022

CGPA: 8.9

### Campus School, Pantnagar — *Class 12*

MARCH 2018 - MARCH 2019

## LANGUAGES

English (Professional), Hindi(Fluent), Spanish (Beginner), Kumauni (Native)

## TECHNICAL SKILLS

**Skills:** Keyword Research, SEO, Writing, Editing, Proofreading, Social Media Marketing

**Tools:** MS Office, MS Word, PowerPoint, WordPress

**Courses:** Completed courses in SEO optimization and advanced content writing techniques.

## SOFT SKILLS

**Teamwork:** Attentive listener and a good leader

**Communication:** Articulate, clear and fluent

**Personal:** Confident, analytical and practical

## AWARDS

### Titles and awards:

Received titles such as Employee of Month, Outstanding Performance and Top Contributor etc.

**Hosted Tech-Fest and** participated in several **Seminars and debate competitions** conducted by Graphic Era Hill University

### Awarded for specific

**activities** (i.e., President of Environmental Committee, Appreciation in NSS, Workshop in Art of Living)

## HOBBIES

Reading, Writing, Music, Playing Instruments