




PROFILE

Generate quality content with absolute correctness for organizations and enhance my writing career to become the part of a pool of highly experienced and talented team of professionals.

CONTACT ME

 +971-585812668

 ammusarapaulose94@gmail.com

 603, Al Qadesia
Tower D, Al Nahda,
Sharjah

AMMU SARA PAULOSE

Content Writer

➤ WORK EXPERIENCE

2024-Present

TECHNICAL CONTENT WRITER AND BRANDING EXPERT

Global Gold & Currency Corporation | United Arab Emirates

- Developed in-depth technical content for the company's website, newsletters, and marketing materials
- Collaborated with the marketing team to create content that effectively communicated complex trading concepts to a wide audience
- Researched and analyzed market trends, trading strategies, and industry news to write timely and informative blog posts
- Worked closely with traders and analysts to ensure the accuracy and relevance of content managed multiple projects simultaneously and met tight deadlines consistently
- Utilized SEO best practices to optimize content for search engines and increase organic traffic to the company's website.
- Continuously strive to improve content quality, relevance, and engagement to attract and retain customers.
- Collaborate with subject matter experts, traders, and analysts to gather insights and information for the content.
- Participated in brainstorming sessions, strategy meetings, and other collaborative activities to help shape the company's overall content strategy and vision.

EDUCATION

Course/University:

B.tech,Cse

MG University, India

2012-2016

SKILLS

- Creative Writing
- Proofreading
- Content strategy development and execution
- Effective communication and collaboration with cross- functional teams
- Time management and meeting tight deadlines
- Research and analytical skills
- Unique content creation
- Editing and reviewing

- Produced content for email marketing campaigns and other promotional materials to engage with customers and drive conversions.
- Developed Website content, brochure, flyer, social media posts, e-books and other long-form content to showcase the company's expertise and thought leadership in the financial trading industry.

2020 - 2024

CONTENT WRITER

Freelance Writer l India

- Create content for Blogs and Articles
- Checks quality of the content
- Modify and promote the content for clients
- Observe trends and maintain best practices
- Adapts the writing style to different content formats and target audience
- Proofread the content to ensure accuracy, clarity and adherence to brand guidelines
- Actively participated in brainstorming sessions to generate creative ideas for content campaigns, resulting in increased engagement by 50%
- Fostered strong relationships with Stakeholders and clients, addressing their feedback and ensuring content met their objectives
- Completed accurate and polished formatting in line with publishing standard prior to submission
- Produced original and creative content for promotional advertisements and marketing materials

April 2019 - May 2020

TECHNICAL CONTENT WRITER

Coral Business Solutions l India

- Research and produce well-written, informative, and engaging content for mediums like Blogs, Social media posts, and Marketing materials
- Collaborate with the marketing team to understand content needs and objectives
- Conduct Keyword research
- Target content to specific audiences and focus on trending topics
- Managed the SEO optimized website content to drive traffic for the website

LANGUAGE SKILLS

- English
- Hindi
- Malayalam

PERSONAL INFORMATION

- Date of Birth: 07-07-1994
- Nationality: Indian
- Address: 603, Al Qadesia Tower D, Al Nahda, Sharjah
- Passport Number: V9254141
- Visa Status: Spouse Visa
- Gender: Female
- Marital Status: Married

- Wrote and edited high-quality content and visually impactful programs under deadline pressure with exciting, captivating, and authentic approach
- Repurposed and optimized existing content to use in different mediums
- Presented clients with unique copy options based on overall marketing objectives
- Successfully managed and met tight deadlines, consistently delivering daily content pieces
- Monitored competitor content to identify areas for improvement in the client campaign

August 2018 - February 2019

TECHNICAL CONTENT WRITER

Mdrift Technologies l India

- Handled the company's online presence by updating blogs, websites, and presentations to promote products/services
- Conduct research to learn about current trends, developments, and perceptions about subject matter
- Develop creative ideas and suggest new ways of delivering digital content and keep it up-to-date
- Monitor comments, messages, and other interaction with the audience
- Keep the brand presence fresh and relevant
- Utilized exceptional writing, editing, and Proofreading skills to produce engaging and error-free content
- Provided writing support in fast-paced environment for variety of public-facing materials
- Completed thorough research into assigned topics
- Utilized feedback from clients and colleagues to improve content quality

March 2018 - July 2018

CONTENT WRITER

Wordsline Global l India

- Conduct the task of writing unique title and description for various webpages
- To craft compelling and concise creative copy that compliments visual content and effectively communicates brand messages and promotions

- Stay updated on emerging formats
- Incorporate the best SEO practices into writing including the integration of keywords
- Develop, organize and implement new concepts for social media platforms and websites to boost online presence
- Worked with team of designers, editors, and marketers to create content for client campaigns
- Developed content for various topics ranging from technical to lifestyle for multiple websites
- Conducted interviews with subject matter experts to generate topics
- Crafted SEO-friendly content for websites and blog posts to increase organic traffic

October 2017 - March 2018

DIGITALMARKETING INTERNSHIP

ISTP Technologies l India

- Collaborated on the creation of engaging social media strategies, blogs, and brand campaigns