## SHILPA MEHIRI ✆ 9265738576

**🖂** shilpa.seowriter@gmail.com

**CAREER OBJECTIVE**

To have a challenging and rewarding position as a content head/copy writer by drafting content in an interesting way to keep the readers intact and also by writing in a SEO optimized manner to draw search engine [traffic](javascript:void(0)).

**SKILLS**

* Proven ability to work independently with little supervision
* Organize workload and meet deadlines in an efficient manner
* Excellent analytical and decision-making skills
* Ability to communicate ideas in a concise and effective manner
* Outstanding written and spoken English and experience in drafting content on various topics and industries.
* Can develop content as per Google-trends wise and can monitor website or blog performance on Google Analytics
* Draft quality and user-friendly content resulting in measurable improvements in keyword rankings
* Demonstrated ability to create quality content as per SEO requirements for search engine ranking

**PROFESSIONAL EXPERIENCE**

**NSEG Pvt. Ltd.**

**Content Writer Head**

**Sept 2020 till date**

NSEG is a fast-paced growing solar system installation company. It provides world-classs learning and professional development opportunities. It has been around for a while, and has been doing solar PV globally. It has installed over 70,000+ solar power within group of companies under NSEG.

**Role & Responsibilities:**

* Writing content for solar industry in form of blogs, articles and SMM posts
* Referring to competitor’s websites, reading solar industry blogs and watching YouTube videos for solar related information
* Reviewing websites to check for grammatical mistakes, image structure, web design and flow of content
* Handling team of freelance writers and allotting them content at regular intervals of time
* Proof-reading, editing and submitting content to SEO team
* Reviewing meta title, tags and meta description

**JadeBlue Lifestyle India Limited**

**Content Writer**

**July 2019 to August 2020**

JadeBlue Lifestyle India Ltd. offers a wide range of menswear fashion. From the styles that can be worn at once in a lifetime occasions to everyday ensembles, providing everything under one roof makes JadeBlue, a complete menswear solution provider. The culture is robust and united that allows young talents to emerge in the company-wide quest for design, quality and fine craftsmanship. In the midst of these, the core value always remains: Constant focus is on customer’s satisfaction & Community building.

**Role & Responsibilities:**

* Drafting fashion based content for website and product descriptions
* Writing taglines for banners, offer creative and website promotional activities
* Creating fashion blogs as per market trends
* Posting on social media platform for promotional activities
* Proof-reading marketing copies to ensure it coherences with the brand

**Fibre2Fashion Pvt. Ltd.**

**Content Writer**

**October 2017 to June 2019**

Fibre2Fashion Pvt. Ltd is a market driven B2B portal that marked its existence in the year 2000 and since then, has consistently been growing leaps and bounds. With 1800+ products listed under 13 different categories, the company has successfully been able to cater to varied segments of textile, apparel and fashion industry. Besides providing effective business solutions, it also offers textile based information through informative articles, news, market analytical reports on fibre and feedstock and various print features too.

**Role & Responsibilities:**

* Drafting fashion based content for marketplaces – Jabong, Myntra, Snapdeal, Flipkart, etc.
* Writing product descriptions for fashion industry
* Draft A+ Amazon content and uploading it from seller panel
* Framing content marketing strategy, editing, proof-reading and framing new content
* Writing web content, blogs and one-liners for SMM marketing banners

**Innovify Business Intelligence Services Pvt. Ltd**

**Sr. Branding & Communication Executive**

**August 2015 to September 2017**

Innovify is a fast-growing digital innovation & product management company with its headquarters in London. It offers a wide range of expert services and help clients to develop innovative products enabling them to focus on their key business drivers. With its collaborative work model that functions on the Agile & Lean philosophy, it has become a trusted partner to its clients.

**Role & Responsibilities:**

* Drafting fashion based content for UK based fashion website (**www.atmayfair.com)**
* Perform research on fashion trends, blogs, articles and creating SMM posts for promoting designer labels of UK
* Publishing fashion blogs and writing newsletters for promotion and marketing of fashion brands
* Writing stylist note and description for UK based fashion brands like Aloura London, Parlor, Dreams Code, etc. on AtMayfair
* Research competitors and keep abreast of market trends
* Upkeep and maintenance of www.atmayfair.com website through WordPress & Magento
* Creating fashion banners and marketing images for website by collaborating with the creative team
* Carrying out website promotions, offers and SMM posts
* Testing of website on regular basis to ensure that it is free from technical bugs and errors
* Contribute to/update digital media by posting timely content
* Expand brand visibility and awareness of AtMayfair across relevant social media channels

**Blurbpoint Media Pvt.Ltd**

**SEO Content Writer**

**January 2014 to July 2015**

Blurbpoint Media is a reputed digital marketing agency which provides different types of marketing services to clientele. It also specializes in paid marketing, search marketing and various aspects of digital marketing.

**Role & Responsibilities:**

* Drafting SEO relevant content for websites, blogs, articles, press release, etc. for different projects
* Studying about inbound marketing, researching about new topics and gaining knowledge about different topics
* Perform extensive web research to collect pertinent data related to the assigned topic
* Working with SEO team and helping them in blog commenting and Q&A tasks for SEO purpose
* Using research tools and other pertinent tools for drafting content

**SMIT Digital Marketing Pvt. Ltd.**

**Assistant Manager - SMM & SEO Content Writer**

**October 2012 to September 2013**

SMIT Digital Marketing is one of the emerging search engine marketing & internet marketing company based in Ahmedabad & Mumbai. From core competencies such as SEO, PPC to Social Media services, it has all the digital bases combined with the best talent.

**Role & Responsibilities:**

* Studying competitors and local brands
* Staying updated with current news to create Facebook postings for client’s page
* Drafting Facebook postings on daily basis for local brands
* Framing content for Facebook Paid Ads & Google PPC Ads
* Monitoring Likes, Comments & Shares of Facebook postings
* Perform extensive web research to collect pertinent data related to the assigned topic
* Wrote, edited and updated content for employee’s website
* Working closely with the SEO team to produce quality website content and meta description
* Excellent analytical and decision-making skills
* Writing SEO relevant Blogs, Guest- Blogging, Articles, Press Release, Web Content, Meta-Description, Forum commenting, etc.

**P&K Infocom Pvt. Ltd.**

**SEO Web Content Writer**

**September 2011 to October 2012**

It is a leading website design company and specializes in web design, web development, web hosting, SEO and E-commerce solutions. With large number of international channel partners, it has rich experience in delivering off-shore Web Design and Development services along with SMO, SEO and other Internet Marketing solutions.

**Role & Responsibilities:**

* Conducting extensive research to draft content for various topics including agriculture machines, catering, dental services, etc.
* Keep up-to-date with best practices in writing for the web, web usability and business/industry trends
* Follow in-house editorial, formatting and style guidelines while drafting content
* Studying website and different sources for writing content
* Generate content in a clear and precise manner and frame content as per client’s requirements
* Writing SEO-friendly articles, blogs and press-note
* Framing content for meta-description for off-page and on-page SEO optimization
* Producing content for Australian clients dealing in different industries
* Editing, proof-reading and performing quality checks on content

**Communication Crafts**

**SEO Content Writer**

**December 2010 to August 2011**

The company is a division of CCT Solutions Pvt. Ltd. A privately owned offshore media, marketing and software outsourcing company from India. Communication Crafts offers its vast range of services to their clients in UK, Australia & US.

**Role & Responsibilities:**

* Studying various websites for accumulating necessary details to draft content
* Framing content for mobile phones & accessories, jewelry and office supplies
* Writing product description for mobile phones and accessories

**Azure Knowledge Corporation**

**Web Research Associate**

**October 2009 to December 2010**

The company launched **Smile of IndiaTM,** an educational help-desk launched at PAN India level for the students across India. It aims in helping students to acquire necessary information related to various courses in different colleges/universities and help them choose their career interest programmes.

**Role & Responsibilities:**

* Working for ‘Smile of India’ educational campaign
* Developing tie-ups with various top educational institutions, colleges, universities etc. for joining hands with Smile of India
* Performed web research to accumulate relevant data regarding facilities and fees structure of college
* Making outbound calls and validating the data by interacting with senior authorities

**Six Sigma Education**

**Proof Reader**

**June 2008 to October 2009**

**Six Sigma Education** is a milestone initiative by Vora Educational Institute, which aims in helping students with the best of the self-learning study materials.

**Role & Responsibilities:**

* Preparation & proof-reading study materials
* Upgrading & generation of study materials in database

**Freelancing Work:**

* Drafted website content for websites like apcallcenters, OTO Bearings, Skydelinfotech, Interwebtech, Alltimetrading, Bluestarempire, etc.
* Have worked as Freelancer for companies: Studio45(Ahmedabad), Toyaja Inc. (Hyderabad)

**ACADEMIC QUALIFICATION:**

BCA – Bachelor in Computer Applications (April ’08) – St. Xavier’s College, Ahmedabad

**IT Projects:**

1. Networking website – “Story Train” using SQL Server, MS Access, ASP.Net, Java, Flash etc.
2. Shopping Cart using .Net, SQL Server, HTML, Java etc.
3. Flash projects

**TECHNICAL KNOWLEDGE:**

* Extensive Knowledge & Usage of Internet and Microsoft Office

**STRENGTHS:** Self-Confidence, Commitment towards work & Positive Attitude

**OTHER DETAILS:**

**Hobbies/Interests** :Reading,Listening to music and Surfing

**Extracurricular activities** :Glass painting, Fabric painting and Cooking

**Date of Birth** : 2nd September, 1987

**Languages Known** :English, Hindi & Gujarati

**Residential Address** : B–201, Himganga Apartments, Subhash Chowk,

Memnagar, Gurukul Road, Ahmedabad-52

References shall be furnished upon request.

(**Shilpa Mehiri**)

Place: Ahmedabad