

Viveka Massey

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SUMMARY

Dynamic and versatile content writer with over two years of experience across diverse niches. Proven ability to craft engaging and informative content tailored to specific audiences, while adeptly incorporating SEO principles for enhanced visibility. Skilled in conducting comprehensive research to deliver accurate and compelling articles, blog posts, and website copy. Collaborative team player with strong communication skills and a passion for creating impactful content that resonates with readers.

EXPERIENCE

Content Writer Intern BETTERHALF

April 2023 - March 2024

- Produced engaging and informative content for Betterhalf.io, a leading matrimonial organization, covering a wide range of topics including venues, decoration businesses, astronomy, blogs, and other matrimonial articles.
- Crafted compelling articles, blog posts, and website copy tailored to the needs and interests of the target audience, effectively driving engagement and user interaction.

Content Writer Intern SAMAN TECHNOSYS

October 2022 - March 2023

- Produced high-quality writing projects for a diverse range of clients across multiple industries, including but not limited to technology, finance, healthcare, and education.
- Conducted thorough research on assigned topics to gather relevant information and insights, ensuring accuracy and credibility of content.

Content Writer Intern DIGIMARKETISH

August 2021 - February 2022

- Produced engaging and informative news articles as the primary responsibility, covering a variety of topics and current events within the digital marketing and entertainment industry.

SKILLS

Writing Skills Content Writing, Proofreading, Research & facts checking, Editing for Style, Blog Writing, Creative Writing, Social Media Marketing.

Technical Skills Search Engine Optimization (SEO), WordPress, Canva, MS Office.

EDUCATION

Bachelor of Arts	INDIRA GANDHI NATIONAL OPEN UNIVERSITY	2024
Class 12th	ST. JOSEPH'S GIRLS INTER COLLEGE, AGRA	2019
Class 10th	ST. FRANCIS' CONVENT SCHOOL, AGRA	2017

CERTIFICATES

- Google Authorized Certification in Foundations of Digital Marketing and E-commerce.
- Google Authorized Certification in Attract and Engage Customers with Digital Marketing.