







SRISHTI SAHU

SENIOR CREATIVE WRITER

Creative & resourceful creative writer with 2.5 years of experience in fast-paced B2B & SaaS operations. Able to design the content with a tone that creates brand recognition. Have accomplished error-free interactive + creative content strategies for wide-ranging prospects across online platforms.

REACH OUT

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-  <https://docs.google.com/document/d/1WfTbx9qdagSZZlc4vEZcceFctj6Ci1J6Pk4bQIU-G4A/edit#heading=h.h2w2dqon1uf7>

MY EXPERTISE

SEO Writing



Clear Copywriting



Image Creation



SEO Research & Optimization



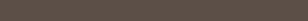
UX Copywriting



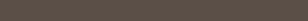
Proofreading



Content Evaluation & Collaboration



Editorial Skills



WORK HISTORY

2021 - 2023

Senior Content Writer GlobusSoft Technologies

Experienced UX writer with a background in SEO and a strong understanding of web2 & web3 technologies. Skilled at creating user-focused content that drives engagement and meets business goals.

Projects

- **Blogs:** Created highly interactive SEO-based blogs of more than 1500 words regarding software systems and marketing assistance.
- **Landers:** Meticulously produced both SEO and non-SEO-based web copies with distinct use of tone and language for each content module.
- **Mails:** Created both technical and creative mail copies for the clients concerning proud ct marketing, follow ups, and announcements.
- **Product Documentation:** Composed extensive & thorough documentation with utmost detail regarding the software navigation, product features, and overall software technical abilities.
- **Pitch Deck:** Developed engaging and informative pitch deck copies, highlighting key project features, benefits, and effectively communicating complex concepts.

MY SKILLS

Dynamic Business Communication
Methodical Market Research
Immediate Responsiveness
Proactive Task Prioritization
Strong Copyediting & SEO
Collaborative Writing
Thorough Grammatical Analysis
Intensive Evaluation & Proofreading
Training & Development
Web3 Content Creation
Result-driven Content Planning
Original & Creative Writing Approach
Efficient Content Publishing

TOOLS I USE

Grammarly
Thesaurus.com
Canva
Ahrefs
Google Keyword Planner
Later
Wordpress
PowerAdSpy
MS Word
MS Excel

MARKETS

US Market (Mostly)
UAE Market

- **Mentored Interns:** Oversaw the training & department induction of new candidates & existing employees as an individual, assisted the Team Lead for the same.

Achievement

Acquired 2 **Performer Of The Year** awards under the span of 1.5 years in the firm.

Got promoted as a **Senior Technical Writer** under the span of eleven months.

INTERNSHIP

2020 - 2021

Copywriting Office Intern The Saltaid

Attended a seven-month internship program & established skills in copywriting for social media ad campaigns & other offline and online content styles.

Projects

- Social Media Copy Writing: Single-handedly wrote creative & crisp ad copies for more than 17 brands of diverse niches.
- Brochure: Drafted offline and online brochures with high-level creativity and interactive tone for information.
- Client Handling: Handled clients directly and managed their content requirements on a regular basis.

EDUCATION

Senior Secondary School
CBSE
Bhilai Nagar Sector 10
2015 - 10th Std. 72%
2017 - 12th Std. 60.4%

Bachelors of Technology
CSVTU - 2017/ 2021
Rungta College Of
Engineering & Technology
Civil Engineering - 70%