

# Anjana Reji

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## • CONTENT WRITER | COPYWRITER | CREATIVE THINKER

### OBJECTIVE

Dedicated content writer with a strong research and analytical acumen seeking opportunities to apply skills in creating engaging, well-researched content. In a dynamic team that fosters creativity, enhances my writing, and storytelling abilities to drive audience engagement and support content goals.

### HIGHLIGHTS OF EXPERTISE

- Published high-engagement content both on Blogger and other platforms and growing readership.

### CORE COMPETENCIES

- Content Writing: Blogs, articles, personal stories, and more
- Copywriting: Persuasive and engaging copy for various platforms
- Audience Engagement: Crafting relatable content that builds community
- Research and Analysis: In-depth research to deliver accurate, well-informed writing
- Adaptability: Writing in diverse tones and styles based on platform and audience

### KEY ACCOMPLISHMENTS

- Gained visible growth in followers and engagement on both Blogger and Medium.

### SKILLS

Photoshop

80%

Good writing, editing, and proofreading abilities

100%

Strong storytelling for a more exciting narrative

100%

Capacity to produce content for any niche or market

100%

Timely execution and deadline fulfillment

100%

Social media and distribution techniques

100%

### EXPERIENCE

- Content Writer**  
Freelance Content Writer and Copywriter  
Produced quality article pieces, blog articles, and copy that were in line with goals as specified by the clients for each audience.  
Used both Blogger and Medium, mostly for personal stories and niche topics, as well as edifying content.

Developed content on both to be attractive and engaging so viewers actually engage with the site.

- **Content Writer**  
Rinoware Digital Media  
Collaborated on various content projects, including articles and marketing materials.  
Enhanced website traffic by creating SEO-friendly articles and blog posts.

## EDUCATION

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|------|---|
| 2015 | <ul style="list-style-type: none"><li>• <b>SSLC</b><br/>MGM NSS HSS LAKKATTOOR<br/>73%</li></ul>                      |
| 2017 | <ul style="list-style-type: none"><li>• <b>Higher Secondary</b><br/>MGM NSS HSS LAKKATTOOR<br/>87%</li></ul>          |
| 2020 | <ul style="list-style-type: none"><li>• <b>BA Political Science</b><br/>Government College Kottayam<br/>73%</li></ul> |
| 2022 | <ul style="list-style-type: none"><li>• <b>MA Political Science</b><br/>University Of Calicut<br/>63%</li></ul>       |

## LANGUAGES

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- English
- Malayalam

## COMPUTER SKILLS

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- MS Office: Word, Excel
- Content Management Tools: Blogger, Medium, WordPress
- SEO Tools: Basic understanding of how SEO works

## INTERESTS

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- Writing romantic thriller fiction and exploring personal memories.
- Researching and writing about political and social issues in creative formats.
- Experimenting with different writing styles and content strategies for engagement.