

ANIRUDH SAINI

Content Writer | Digital Marketer

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PROFILE OVERVIEW

Technical Content Writer & Digital Content Writer with 2+ years' experience producing high-impact, ranking content across cloud, cybersecurity, and AI. Delivered 60+ articles (3K–9K words), driving organic traffic, top Google rankings, and brand authority. Proven success in SEO, guest posting, social media, and off-page strategies. **Passionate About Content That Converts.**

KEY ACHIEVEMENTS

- ❖ 60+ SEO blogs = 3x organic traffic
- ❖ Boosted domain authority by 40%
- ❖ Secured 30+ backlinks via top guest posts
- Ranked #1 on Google (U.S.)
- Improved organic conv. rates by 18%
- ↑ Social media engagement by 65%

PROFESSIONAL EXPERIENCE

BUZZCLAN (Technical Content Writer)

April 2024 – Present

- Writing over **25+** on-site comprehensive SEO-oriented **Technical Blogs** for BuzzClan, ranging from 3k-9k words, on subject domains, such as: **Cloud, Data Engineering, QA, Cybersecurity, and 10 Other Pillars.**
 - [Co-Development Software](#) (1st U.S. Google Rank, driving traffic worth \$18k).
 - [Data Analytics vs. Data Science](#)
 - [How Does A VPN Works](#)
 - [Adaptive Software Development](#)
 - [Penetration Testing](#)
- Published 30+ high-DA **technical guest posts** on platforms like [Cyber Defense Magazine](#) (World's Biggest Cyber defense Magazine), [Noupe](#), [LearnWoo](#), etc.
- Managed company presence on LinkedIn (35K), YouTube, and Instagram; increased engagement by **65%**
- Developed and executed backlink strategy; improved domain authority by **40%**.
- Played a key role in planning and writing content for BuzzClan's **AUA** sessions, **newsletters**, and **event campaigns**.
- Performed off-page SEO activities using **Quora, Reddit**, and **Pinterest** (infographics).

INTERNSHIP EXPERIENCE -----

MY EQUATION

Content Writing Intern, September 2023 – December 2023

- Assisted in making quality content for Social Media Platforms of “My Equation”.

AASHMAN FOUNDATION

Content Writer, June 2023 – September 2023

- Contributing English articles and blogs for the NGO's operational tasks.

KRSH WELFARE FOUNDATION *Knowledge Analyst*

- Researched and wrote on positive psychology topics.

TEAM EVEREST NGO

Curriculum Developer, June 2023 – July 2023

- Developed creative curriculum content for student engagement.

AASHMAN FOUNDATION

Social Media Marketing Intern, August 2022 – September 2022

- Supported branding, digital marketing messaging and advertising campaigns.

EDUCATION ----- ADDITIONAL SKILLS -----

- **CHANDIGARH UNIVERSITY, MOHALI, INDIA**
Bachelors of Business Administration, June 2021 – 2024
- **THAKUR DASS BHARGAVA SR. SEC. MODEL SCHOOL, HISAR, HARYANA**
12th standard, April 2020 - 2021

- Content Writing
- Digital Marketing
- Transcription (typing)
- Creative Writing
- Bilingual in Spanish (beginner) and English (fluent)

----- CERTIFICATIONS -----

Foundations of Digital Marketing (**GOOGLE**)

Attract Customers with Digital Marketing (**GOOGLE**)

Introduction to Social Media Marketing (**META**)

Emotional and Social Intelligence (**COURSERA**)

Business English: Networking (**COURSERA**)

Spanish by Culture Alley (**CURSA**)

Learning how to learn (**COURSERA**)

Introduction to Soft Skills (**TCS ION**)

Introduction to Psychology (**COURSERA**)

Building your personal brand (**ASHRUST**)