

## WORK EXPERIENCE

---

**Freelance Content Writer**                      **DOCSUMO, Bengaluru (India)**                      **Apr 2024 – Sep 2024**

- Developed user-focused, SEO-optimised technical content, enhancing usability and accessibility for global audiences.
- Collaborated with cross-functional teams to standardise

**Content Writer**                      **WOWCHER (Pen Paper Dreams), London (UK) - Remote**                      **Aug 2023 – Apr 2024**

- Developed high-quality, structured content for product marketing, boosting user engagement and brand consistency.
- Utilised AI tools and data-driven insights to streamline workflows and optimise content creation processes.

**Content Consultant**                      **AMPLIFYRE GMBH, Berlin (Germany) - Remote**                      **Sep 2021 – July 2023**

- Managed a team of freelance writers, ensuring content quality, alignment with brand strategy, and adherence to deadlines.
- Led the development of SEO-driven content strategies that increased organic traffic and improved audience engagement.

**Digital Marketing Executive**                      **IDEATARMAC PVT. LTD., Bengaluru (India) - Remote**                      **Sep 2020 – Aug 2021**

- Produced results-oriented, SEO-enhanced web content that improved customer retention and achieved strategic product goals.
- Collaborated with stakeholders to ensure content aligned with brand and marketing goals.

**Infrastructure Operations Analyst**    **BANK OF NEW YORK MELLON TECHNOLOGY, Pune (India)**    **Jul 2018 – Dec 2019**

- Analyzed and optimized batch operations to enhance team collaboration and improve overall efficiency.

## EDUCATION

---

**Punjab, IN**                      **CHITKARA UNIVERSITY**                      **July 2013 – July 2017**

- Bachelor of Technology in **Computer Science** as a major with 7.2 CGPA.

## SKILLS

---

**Design & Prototyping:** Figma, Canva, Adobe Photoshop, Miro

**Content creation & Editing:** Notion, Hemingway, and Grammarly

**AI & Productivity Tools:** 365 Office suite, ChatGPT, Claude 3.5 Sonnet, DeepSeek R1.

**SEO & Analytics:** SEO Optimization, SEMrush, Google Analytics

## SOCIAL PROFILES

---

**LINKEDIN:** <http://www.linkedin.com/in/rupali-gera>