Dublin

Ireland

**R U P A L I G E R A**

[(+353) 894-162-024](tel:+353894162024) [gerarupali@gmail.com](mailto:gerarupali@gmail.com)

**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>