

Contact

gerarupali@gmail.com

www.linkedin.com/in/rupali-gera
(LinkedIn)

Top Skills

Branding & Identity

Airtable

Notion Productivity Software

Languages

Punjabi (Native or Bilingual)

English (Full Professional)

Hindi (Native or Bilingual)

Certifications

UX Writing Fundamentals: A Comprehensive Guide to UX Writing

Master's Certification in Digital Marketing

Start Writing Prompts like a Pro

Rupali Gera

Content Writer & Strategist | SEO Specialist | AI Prompting Expert | Driving Brand Growth
Dublin, County Dublin, Ireland

Summary

I'm Rupali Gera, a content writer and strategist with 6+ years of experience helping brands tell clearer stories, connect with the right audiences, and drive meaningful results.

I've worked with startups, agencies, and in-house teams across B2B SaaS, fintech, tech, and e-commerce. Currently, I work as a consultant with Kinetyca, collaborating closely with founders and leadership teams on content, CRM workflows, and engagement across multiple profiles.

My work goes beyond writing. I plan and manage content strategy, organise content operations, and ensure every piece of content serves a clear purpose.

What I do:

Develop and manage content strategies

Create long-form and short-form content, including blogs, website copy, FAQs, how-to guides, newsletters, social content, etc.

Conduct SEO and keyword research

Define brand messaging and voice

Tools I work with:

Asana, ClickUp, Notion

WordPress, HubSpot

Canva, Figma

Google Search Console, GA4, Ahrefs, SEMrush

I also use modern LLMs to support research and ideation, while keeping content original, human, and impact-driven.

If you're looking for someone who can turn complex ideas into clear, engaging content and work closely with teams and leadership, let's connect.

Experience

Kinetyca
Content & Growth Consultant
September 2025 - Present (6 months)

Freelance | Self-Employed
Content Writer
November 2024 - August 2025 (10 months)

Docsumo
Content Writer
March 2024 - October 2024 (8 months)

Pen Paper Dreams
Content Writer
August 2023 - May 2024 (10 months)
Remote

Amplifyre
1 year 11 months
Freelance Content Writer
February 2023 - July 2023 (6 months)

Content Strategist
September 2021 - February 2023 (1 year 6 months)
Remote

Ideatarmac
Digital Marketing Executive(Web Content)
September 2020 - August 2021 (1 year)

Jynx.us
Content Writer and Blogger
February 2020 - August 2020 (7 months)
Remote

BNY Mellon
Infrastructure Operations Analyst
July 2018 - December 2019 (1 year 6 months)

Pune Area, India

- Managed mainframe batch jobs, ensuring seamless IT operations.
 - Utilized ServiceNow for tracking and resolving IT service requests efficiently.
-

Education

Chitkara University

Bachelor of Engineering, Computer Science · (2013 - 2017)