**MRUDUL ASHISH DESHPANDE**

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# RESUME HEADLINE

Freelance Content writer with more than five years' experience seeking new opportunities for growth and development

# CAREER OBJECTIVE

To contribute to the growth of the organization and further develop my skills at the same time by creating exciting, exciting and productive ideas. In addition to informing, promoting, educating and cultivating readers, my goal is to build a following through writing.

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| **PROFILE SUMMARY**  Flexible writer for a variety of topics and platforms having a sharp eye for details. Able to meet tight deadlines and work with subject matter experts, adapting their knowledge into stories, articles, summaries and more.  **CORE COMPETENCIES**  **Freelance content Writing**  **SEO Content**  **Keyword search and placement**  **Content by topics**  **Editing of Content**  **Research**  **Descriptive writing**  **Creative writing**  **Proof reading**  **Excellent communication**  **Managing Deadlines**  **Use of SEO Tools**  **Website Content**  **Product Categorization**  **Travelogues** | **IT SKILLS**   * OS:- WINDOWS, LINUX * MS Office Suite * Omni * Flexcube   **CERTIFICATIONS**   * Typing * MS-CIT   **WORKS**   * GiftsJaipur.com (2012-2015) * Ghost writing for Ms. Shalaka Patil   **SEO TOOLS**   * Grammarly * Plagiarism checker * Hemmingway Editor * Pixabay * Language Tools * Unsplash * Pexels * Wordtune   **PROJECTS WORKED ON**   * <https://laxminarayanchiwda.com/> * <https://www.thegoodjuicery.com/> * <http://sgkmattresses.com/> * <http://www.siblingfoods.com/index.php> * <https://wikusonlinestore.com/> * <https://fulcrumdigital.com/fulcrum-financial-services/> * <https://kyrasalon.com/> * <http://www.newberryint.co.uk/> * <https://aartisticart.com/about-us/> * <https://nithyashanti.com/> * <https://ragastranslations.com/> |

# EMPLOYMENT DETAILS

1. With **Lets Webify Ecommerce Solutions , Sep 2017 to July 2021**

**Key Responsibilities:**

* Creating high quality content as per requirement
* Working closely with editorial team to better the content
* Optimization of content with SEO tools and Practices
* Content for marketing and promotion of products
* Placement and use of Key Words
* Use of SEO tools for optimization of website and traffic increase
* Deep research on given topics for detail and accurate content
* Product categorization for E commerce sites
* Website content for variety of websites
* Written more than 100 articles and worked on various projects.

# EMPLOYMENT DETAILS

1. With **Dombivali Nagari Sahakari Bank LTD,Mumbai** as **Asst. Manager**, **NOV 2015 To DEC 2019**

**Key Responsibilities:**

* + Responsible for doing duties like NEFT, RTGS, Cheque clearing, outward cheque registration & return, ATM linkage
  + Responsible for Credit application analysis, documents checking and verification also credit sanctioning and disbursement
  + Handling responsibility as a Cashier & safe key handling
  + Responsible for creating Savings accounts, Fix Deposit accounts, Recurring Deposit accounts and all kinds of document verification(KYC)
  + Quarterly, monthly and weekly reports of external as well as internal audit, Tax deduction at source report and GST tally
  + Dictation &Writing of official letters like permission from BOD, Income Tax notices of customer, Inter Branch confidential letters, Letters to Post Office etc. as per consent of Branch Manager
  + Preparing financial reports for customers and management
  + Mentoring junior bank staff employees on customer service
  + Providing expert financial advice on customer mortgage and both personal and educational loans
  + Educating bank customers on available credit options and the multiple loan products
  + Assisting senior-level bank credit officers with loan applications
  + Maintenance of the daily loan applicant database
  + Handled yearly audit of the bank single handed
  + Executing loan origination process that includes ordering preliminary title reports and credit reports
  + Maintaining data confidentiality and updating secure banking systems

# EMPLOYMENT DETAILS

1. With **Shri Lipi, Mumbai as Freelance Content Writer, Dec 2012 To June 2015**

**Written Articles on:**

* + Direct mails, travelogues, articles, editing, blogs, descriptions and poems
  + Travel write-ups
  + Tourist destination description
  + Hotel descriptions
  + Movies
  + Diet and Health write-ups
  + Listings
  + Food articles on its benefits as well as recipes

**Key Responsibilities:**

* Research topic related details and work on the information.
* Creating original and non plagiarized content as per topics.
* Write clear marketing copy to promote products.
* Proofread and edit blog posts before publication.
* Submit work to editors within deadline for inputs and approval.
* Identify the needs of topics and suggest them to the customer or employer.
* Ensure all round consistency
* Update website content for the customer when necessary.
* Conduct keyword research and use SEO guidelines to increase web traffic.

# PERSONAL INFORMATION

**Date of Birth:** 18th September 1989

**Permanent Address:** Neelkanth Residency, A wing, Flat No102, opp. Dmart, Kalamboli, Panvel

**Temporary Address:** Flat No.203, Archies Building, Kacheri Road, Above Pinto Gas, Karjat

**Marital Status:** Married

**Languages known:** English, Hindi and Marathi