



GRISHMA RAJ

PROFESIONAL PROFILE

A Journalist and Digital Marketing Professional with 9 years of Writing Experience. Currently Specializing in SEO Content Writing and Project Management.

WORK EXPERIENCE

Sr. Content Writer - PrimeSoft Solutions. Inc, Feb'2022- Present

- Curating Content for Websites, Landing Pages, Social Media, and Newsletters.
- Creating and Brainstorming Content Plans.
- Proofreading and Editing Blog Posts for publications.
- Coordinating with Marketing and Design Teams to illustrate content.
- Identifying Client needs and Strategizing and Developing content accordingly.
- Using Analytical Tools to track the performance of the content and make improvements over time.
- Articulate handling different SEO tools, like Google Analytics and SEMrush for Keywords and Topic Research.

Content Writer - Aiwa Digital, April'2021 to Jan'2022

- Engage in Web Content Writing, Social Media Management, Paid Marketing, Social Media Advertising & SEO Writing activities for clients from various B2B & B2C industries in Dubai
- Planned and implemented social media campaigns as part of online advocacy, community - outreach efforts, and promotions for clients.
- Create press releases, promotional leaflets, training modules, email templates, etc.
- Assist in the revamping of the website in terms of content generation, content layout & page navigation.

Sr. Reporter & Sub-Editor - KM Media Publication, Feb'2015 to Feb'2021

- Editing, proofreading, page making, scrutinizing the pages and stories.
- Feature stories, personality stories and events.
- Commissioned stories from top bloggers and freelancers and reached out to them for collaborations.

Reporting and producing multimedia stories on major city trends in food, health, nutrition, technology, entertainment, culture and important news developments of the week. Interviewed prominent personalities and heads of institutions in the city.

Trainee Research Editor- New Indian Express, June'2013 to Oct'2013

- Research on major events that have taken place in the past, collecting important dates and working out detailed content.
- Providing research materials to the editorial.

CONTACT DETAILS

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in [Grishma Raj](#)

📍 Bangalore, Karnatakaka, India

SOFT SKILLS

- Client Management
- Analytical Problem Solving
- Operational Skills

LANGUAGES KNOWN

- English, Hindi, Malayalam (Written & Spoken Proficiency)
- French, Tamil (Reading & Spoken Proficiency)

CERTIFICATIONS

📖 [Fundamentals of Digital Marketing- Google](#)

📖 [Email Marketing- Hubspot Academy](#)

REFERENCES

✍ Gauthami. K
Head of Marketing & Operations, KM Media Publication

✍ Hemakshi Doshi
Project Manager & Team Lead, Aiwa Digital

KEY PROJECTS

Pureit Water – Hindustan Unilever

Blogs | SEO Optimization | Landing Pages | Website

- Created interesting content for website blogs, off-page blogs, quora and landing pages.
- Helped increase the traffic and improve the Google rankings for primary keywords through content/blog optimization.
- Improved YouTube rankings through Meta optimization.

Fornax – Data Infrastructure and Analytical Company

Blogs | Emails

- Researched and created content for blogs on services such as – data analytics, data infrastructure, data warehouses and business process management
- Researched and co-ordinated with the design team to bring out technical and creative infographics and statistics.
- LinkedIn posts and cold e-mailers.

Abu Dhabi Marine - Watersports Activities & Academy

Paid Ad Copies | Social Media Management | Blogs


- A local touristic water sports company, academy & port looking to attract more visitors to their attraction.
- Created compelling Social Media Ad Copies & Google Ad Copies that increased booking rates
- Managed all social media in terms of posting, reputation management & community engagement.

Al Kabeer Group - Frozen & Processed Food Company

SEO Writing | Social Media Management | Project Coordination

- An international B2C company seeking Social Media Management services to increase Brand Awareness. Managed 12 Social Media Platforms in English and Arabic respectively for UAE & Saudi audiences.
- Contributed to a consistent growth of 10-15% in Followers and 30-35% in Engagement Rate
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ACADEMIC BACKGROUND

 Masters in Communication- Amrita Vishwa Vidyapeetham, 2013

 Bachelor of Commerce Nirmala College for Women, 2011