

Gaurav Alaiya

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Profile

Dedicated and SEO-savvy content writer with impeccable English. Experienced in crafting a diverse range of content types. Adept at meeting tight deadlines and thriving in collaborative team environments. Eager to contribute to a dynamic remote work setting that fosters creativity and personal growth. Open to both full-time and freelancing opportunities, and ready to work from any location worldwide.

Soft Skills

Excellent Communication Skills

Attention to Details

Extensive Research Skills

Problem Solving

Technical Writing

Organization Skills

Analytical & Creative

Collaboration Skills

Time Management

Emotional Intelligence

Receptive to Feedback & Criticism

Self Reliant

Positive Attitude

Strong work ethics and Integrity

Technical Skills

Content Management System(CMS)

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WordPress, HubSpot

SEO Tools

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Google Analytics, Google Search Console, Yoast SEO

Microsoft Office Suite

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Word, Excel, Outlook and Teams

Technical Documentation

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Gitbook, Markdown

Data Insights and Visualization

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Power BI

Document and File Sharing Tools

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Google Drive and Sharepoint

Meta Tags

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Meta description, Meta keywords

Education

MSc Business Information Systems Management

Middlesex University

02/2011

London, UK

B.E Electronics and Communication

Sardar Patel University

07/2009

India

Professional Experience

Online Content Writer and Analyst

10/2019 – present

Freelance

Remote, India

- Produced high-quality and engaging content for various platforms, such as blogs, websites, social media, and marketing materials.
- Researched topics to ensure accurate and well-informed content that adds value to the target audience.
- Incorporated relevant keywords and followed SEO best practices to improve content visibility and search engine rankings.
- Reviewed and edited content for grammar, spelling, punctuation, and overall coherence to maintain professional standards.
- Understood the target audience's needs and preferences to create content that resonates with them.
- Coordinated with cross-functional teams, designers, and subject matter experts to gather information and create comprehensive content.
- Shared and promoted content on various platforms, including social media, to increase reach and engagement.
- Monitored content performance using analytics tools to track engagement, user behavior, and other metrics, making data-driven improvements.
- Followed style guides, brand guidelines, and industry standards to ensure content consistency and professionalism.
- Adapted to writing for different formats, industries, and target audiences, as per the project requirements.
- Suggested new content ideas, formats, and improvements to enhance the content marketing strategy.

Other Work Experiences

Sales & Marketing Manager

Stepping Stone Commercial Brokers LLC

07/2016 – 07/2019 | Dubai, United Arab Emirates

Part Time Sales Advisor

Robert Dyas Holdings Pvt. Ltd

06/2010 – 10/2015 | London, United Kingdom

Languages

English

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Hindi

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Gujarati

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Marathi

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