

Bhipakshi

CONTENT WRITER | SEO EXPERT | RESEARCH WRITER | PROMT EXPERT |

CONTACT



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Udhampur, Jammu & Kashmir, India

Professional Summary

Content Writer & Editor and a skilled AI-savvy content specialist with 5+ years of experience in SEO, blog posting, research paper writing and content creation. Proficient in prompt response writing, leveraging AI tools to optimize content. Proven expertise in AI applications, digital marketing strategies and analytics. I'm now seeking a new challenge in various industries, ready to apply my skills and passion to drive organizational success and growth.

Hard Skills

- AI-powered content creation
- SEO strategy and implementation
- Blog post and research paper writing
- Prompt response writing
- Digital marketing expertise
- Analytics and performance tracking
- Content optimization
- Social media management
- Natural Language Processing (NLP)
- Machine Learning (ML) applications
- Chatbot development and integration
- Automation tools (e.g., Zapier, IFTTT)

Competencies & expertise

- Keyword research and strategy
- On-page and off-page optimization
- Link building and outreach
- Technical SEO (site audits, crawl optimization)
- PPC advertising (Google Ads, Facebook Ads)
- Social media marketing and management
- Analytics and performance tracking (Google Analytics, SEMrush)

Tools and Software

- Content Management Systems (CMS): WordPress, Drupal
- SEO tools: Ahrefs, SEMrush, Moz
- AI writing assistants: ChatGPT, LLaMA, Grammarly
- Social media scheduling: Hootsuite, Buffer
- Analytics platforms: Google Analytics, Facebook Insights

Soft skills

- Collaboration and teamwork
- Time management and organization
- Adaptability and flexibility
- Continuous learning and professional development
- Excellent communication and interpersonal skills

Work experience

Editorial Lead - Being Healthy (London, UK)

Mar 2022 - Sep 2024

- Collaborated with SEO teams to optimize content with CTAs, links, and gated assets
- Developed and implemented editorial guidelines and best practices
- Analyzed content analytics to inform editorial decisions
- Managed CMS, uploading and formatting content
- Coordinated with freelancers and agencies to ensure high-quality content
- Conducted SEO article brief reviews for brand POV and accuracy
- Partnered with SEO teams on keyword research and on-page testing
- Developed and maintained style guides and editorial processes

Freelance writer (Remote)

Aug 2019 - Mar 2022

- Wrote customized prompts for clients' AI-powered projects
- Conducted keyword research for prompt optimization
- Developed and maintained client relationships
- Managed multiple projects simultaneously
- Delivered high-quality prompts meeting client expectations
- Crafted compelling prompts for chatbots, virtual assistants and AI-driven content
- Implemented A/B testing to refine prompt performance
- Analyzed user feedback to adjust prompt strategies
- Created comprehensive prompt guides for client onboarding
- Assisted in content creation, editing and proofreading

Edited 10+ blog articles weekly, ensuring tone, voice, formatting, and SEO adherence

- Collaborated with SEO teams to optimize content with CTAs, links, and gated assets
- Developed and implemented editorial guidelines and best practices
- Edited and wrote articles for editorial pages
- Conducted SEO article brief reviews for brand POV and accuracy

• Unilever case study : January 2024

Researched and wrote 500+ articles on various topics, including tech, healthcare, finance, and lifestyle

- Conducted interviews with subject matter experts and thought leaders
- Optimized content for SEO with keyword research and meta descriptions
- Edited and proofread content for grammar, punctuation, and style

• Nykaa fashion: Nov 2023

- Wrote feature articles, blog posts, and opinion pieces on industry trends and news
- Conducted research and interviews with experts and thought leaders
- Met tight deadlines and delivered high-quality content

Education

Honors and Bachelor's Degree in Science and Technology
Guru Nanak Dev University, Amritsar India
Year:2024

Master's in dietetics and nutrition
Simon Fraser University 26'