

**Prasitha Gourisankar**

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Content Writer

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## **Profile Summary**

An accomplished Content Writer with 7 years of experience creating high-quality content across technical, academic, marketing and creative domains. Areas of expertise include:

- Technical Writing
- Educational Content Development
- SEO Content Writing
- Blog Writing
- Website Content Creation

## **Academic Credentials**

Master of Computer Applications (MCA) - Madras University, 1997

## **Core Skills**

- Content Research and Planning
- Engaging and Informative Writing
- Search Engine Optimization
- Plagiarism Checking
- Website Maintenance

## **Tools and Technologies**

Microsoft Office, Google Workspace, WordPress, Wix, Grammarly, Jasper, **ChatGPT, Claude AI**

## **Certifications**

HubSpot Academy SEO Certified - 2023

Google Ads Display Certification - 2022

Certificate in Copy Editing (Alison) - 2023

### **Selected Placements**

Technical Writer, Gossipfunda App (2022)

Created guides on technical topics inserting appropriate keywords

Web Content Writer, AnantaTek (2022)

Authored landing page content and blog posts

Content Intern, College Aftermath (2022)

Produced SEO-optimized articles on education-related subjects  
bringing increase in organic site traffic

### **Work History**

- Freelance Content Writer (2022 - Present)
- Freelance Content Writer, Learning Curve Technologies (2022 – Present)
- Website Manager and Content Editor, Vagbhatasarani.com (2019 – Present)
- Content Writer, DigitalMetrixo.org (2022)
- Content Writer, JSTigers.com (2022)
- Content writer (including Copy Writing) for dotnettricks.com (2022-23)
- Content Writer for collegedunia.com (2023)
- Worked as Teacher for 12 years starting from 1997 – 2010
- Worked with academic content preparation team for a publishing group from 2011-2016
- Worked as a freelance Content Creator and translator (Malayalam) 2016-2022