

Vinitha. E
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OBJECTIVE:

A passionate and driven content writer, skilled in digital content creation, is looking to join the dynamic team. I am excited to work with diverse teams to create high-quality, compelling content that resonates with the brand's voice and strategy. I am eager to continue developing my skills in a collaborative and fast-paced environment.

JOB QUALIFICATION:

Worked as a senior officer under the Market data team in Global Business Services (A Wholly subsidiary organization of Standard Chartered Bank) for 2 years and 11 months. Previously I worked in the GRU Nostro team (Global Reconciliation Unit) for 3 years.

Then After a few years of break, I explored myself as a teacher for 9 months. Simultaneously I worked as an affiliate marketer for Bizgurukul (An online learning platform).

Also, I am working as a blog writer for the website wealthandhealth mastery, where I have published more than 60 blogs till now. Kindly find the below samples of my work.

[How to discipline a child with a PDA?](#)

[Teaching healthy and unhealthy boundaries to kids](#)

[Best Breakfast in Renton - Discover the 7 Best Spots](#)

[Star Clipper Cruise Review: 5 Best Experiences on a Tall Ship](#)

[Make Amazing Travel Vlogs with 12 Best Tips](#)

[The top 11 greatest challenges YouTube content creators encounter](#)

[9 ways to monetize your travel Vlog](#)

And many more blogs I have written on different niches. If advised to stick to the particular niche I am capable of doing the same.

Knowledge about content writing:

SEO & Keyword Research: Ability to create content optimized for search engines using tools like WordPress and SEMrush.

Content Management Systems (CMS): Currently Proficient in WordPress.

Content Strategy: Experience in planning and implementing content strategies that align with business goals and attract the target audience.

Writing Versatility: Highlight your adaptability in writing for various formats, such as blog posts, articles, social media, and long-form content.

Editing & Proofreading: I have strong attention to detail in polishing content for clarity, grammar, and tone.

Research Skills: Conduct proper research topics thoroughly, ensuring content is informative, accurate, and engaging.

EDUCATIONAL QUALIFICATIONS:

MBA

Pursuing in Symbiosis University, Distance Education, Pune.

Completed PGDBA with 65%.

B.Com

PSGR Krishnammal College for Women, Coimbatore

Completed in March 2013 with 73%

HSC

Avila Convent MHSS, Coimbatore

Completed on March 2010 with 92%.

SSLC

Avila Convent MHSS, Coimbatore

Completed on March 2008 with 83%

ADD ON COURSES:

- **International Business**, completion with 69.25% academic year, 2011.
- **Entrepreneurship Development Program**, completion with 75.75% academic year, 2012.

PROJECTS:

Completed a project on "Study on consumer satisfaction of cosmetics" with special reference to "**Lakme Products**" for four months and gave a full presentation to the Head of Commerce.

IEDC – An innovative group project "**healthy oats chocolate and millet biscuits**" done under a mentor to develop entrepreneurial skills.

TECHNICAL QUALIFICATIONS:

- Certified with **Tally - ERP 9, Adobe Photoshop CS2.**
- Operating System - Windows XP, Windows 7, MS applications

Areas of Interest

Banking, Finance, Derivatives, Testing & Migration of applications, content writing, blogging, video creating, and editing.

EXTRACURRICULAR ACTIVITIES:

National Cadet Corps - Air Wing Regimental Number: 10/39860

Position: Flight Cadet (F\C)

Completed B & C Exams as a successful completion of the NCC Senior Wing

Inter Group Competition – Vayu Sainik Camp – 2011, 1 (TN) AIR SQN NCC, CHENNAI, during the period from 31st August 2011 to 9th September 2011.

Languages Efficiency:

Language	Reading Proficiency	Writing Proficiency	Speaking Proficiency	Listening Proficiency	Overall Level
English	Advanced	Advanced	Advanced	Advanced	Fluent
Tamil	Advanced	Advanced	Advanced	Advanced	Fluent
Hindi	Intermediate	Intermediate	Intermediate	Intermediate	Conversational
Malayalam	Basic	Basic	Basic	Basic	Beginner

Declaration

I hereby state that the above-furnished information is true to the best of my knowledge and belief.

Regards

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