



# Pulkit Bhardwaj

## Content Writer

### My Contact

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📍 India

### Skills

- **WordPress/Gutenberg editor:** Proficient in using WordPress for content creation and management.
- **SEO Optimization:** Familiar with SEO best practices/plugins like Yoast
- **Keyword Research:** Familiar with top k/w tools like KwFinder, Semrush for finding unique content ideas.
- **Content Strategy:** Develop and implement content strategies aligned with business goals.
- **Editing and Proofreading:** Strong attention to detail and excellent editing skills with tools like Grammarly.
- **Communication:** Effective written and verbal communication skills.
- **Testing:** Ability to extensively test plugins/themes for review style post.

### Education Background

- Rajasthan University

B.A. in English

Completed in 2022

- IGNOU

Masters in Psychology

Completed in 2024

### About Me

WordPress content writer with experience creating good quality content. When I'm not writing a post, I can be found reading books or surfing.

### Professional Experience

#### Content Specialist (Freelance)

2021– Present

- Develop and maintain content strategy for WordPress websites.
- Create compelling and SEO-optimized blog posts, articles, and web pages.
- Utilize WordPress CMS to publish and manage content, ensuring a consistent and engaging online presence.
- Collaborate with marketing and SEO teams to implement best practices for content visibility.

#### Vertigo Studio SRL – Themeisle/CodeinWP

2018–2021

- Researched and created engaging content
- Regularly updated and improve existing website content for relevance and SEO value.
- Conduct keyword research for coming up with best content ideas
- Writing long-form articles with in-depth research and real-time testing

#### WordPress Content Writer (Freelance)

2017 – 2018

- Produced well-researched and engaging content for various clients using WordPress.
- Collaborated with graphic designers and web developers to enhance visual appeal and user experience.
- Implemented on-page SEO strategies to improve website ranking and visibility.
- Managed and updated content calendars to ensure a consistent flow of fresh, relevant content.
- Conducted content audits to identify and improve underperforming articles.