



VIJAYALAKSHMI ALAGARSAMY

SUMMARY

Results-driven Content Writer with 5.5 years of experience in creating compelling and engaging content across diverse digital platforms. Proven track record in content writing, social media marketing (SMM), and brand storytelling that has consistently boosted brand visibility and supported organic growth. Adept at understanding target audiences and crafting high-quality written materials aligned with organizational objectives. Skilled in managing content calendars, SEO best practices, and team collaboration. Eager to contribute creative insights and strategic thinking to a dynamic team to elevate content marketing efforts and drive impactful results.

WORK EXPERIENCE

VSplash Techlabs PVT LTD

10/2023 - 02/2025

Social Media Specialist (content writer), Hyderabad.

- Created and selected interesting content and designs while implementing client-focused content strategies across Facebook, Instagram, Twitter, Google My Business, and other social media platforms to drive organic growth, especially for various products and services for U.S. clients.
- Performed various tasks such as developing, proofreading, and scheduling content for on-demand services, ongoing campaigns, social ads, and email marketing.
- Ensured all content adhered to brand guidelines by following AP style writing, maintaining consistency, and showcasing the brand's value proposition.
- Leveraged a deep understanding of client goals and challenges to develop tailored content for optimal engagement and measurable outcomes.
- Balanced independent responsibilities with effective collaboration in a fast-paced, dynamic team environment.
- Delivered error-free, engaging content through strong written communication skills and meticulous attention to detail.
- Met deadlines consistently while delivering high-quality content within tight time frames.

Gullström AB Pvt Ltd

06/2021 - 02/2023

Digital Marketing Executive (Content writing, SMM) Chennai.

- Developed and executed successful SEO content strategies for international clients from the U.S. and the U.K., driving organic traffic and enhancing online visibility.
- Created brand awareness and increased engagement among the target audience through targeted campaigns.
- Managed social media pages for a reputed organization, boosting brand presence and driving sales growth.
- Wrote and published blogs and articles to enhance content visibility, engage the audience, and improve SEO rankings.

CONTACT

+91 8220708980

viji.jan22@gmail.com

Chennai.

<https://vijayalakshmi-alagarsamy-b71bab7a/>

EDUCATION

2014 - 2016

PSNA College of Engg & tech

MBA - HR & Operations, Dindigul

2010 - 2014

PVP College of Engg & Tech

B.E - ECE, Dindigul

2010

12th Grade

Cheran Vidyalaya Matriculation HSC

Dindigul

2008

10th Grade

Thambithottam HSC, Dindigul

SKILLS

- Web Content Writing
- Copy Writing
- AP Style Writing
- Resume & Blog Writing
- Article & Blog Writing
- Graphic Designing
- LinkedIn Revamp
- Patent Drafting
- Content & Video Editing

KNOWN TOOLS

- Grammarly
- Quillbot
- Ahref
- Semrush
- Canva
- Adobe Express
- Filmora & VN Editor
- Capcut
- Meta Business Suite
- Keyword Planner
- Notion
- Trello

STRENGTH

- Social Media Management
- Consistent
- Teamwork
- Time Management
- Collaborative
- Effective Communication
- Critical Thinking
- Interpersonal

WORK EXPERIENCE

- Developed consistent engagement strategies, posting daily across social media platforms to maintain active audience interaction.
- Collaborated with clients to ensure content and strategies aligned with their specific goals and instructions.
- Revamped LinkedIn profiles and resumes for clients to enhance professional branding and visibility.
- Monitored and maintained the online reputation of social media pages, promptly responding to customer feedback and establishing a positive image.
- Gained hands-on experience in page creation and maintenance across all major social media platforms.
- Provided training to new hires, improving job understanding, and contributed to visa process handling.

JS-IP Design Solutions, Thirumangalam

01/2019 - 06/2021

IPR Content Writer (Patent Draft)

- Drafted provisional patent documents, which include thorough drawings and specifications, for new innovations.
- Researched an invention's technical details in order to understand its key concepts and distinguishing characteristics.
- Produced high-quality documents that meets applicable standards and is appropriate for its intended audience.
- Drafted more than 150 documents without plagiarism.
- Attended weekly team meetings to discuss the findings and documents.

AWARD

Sparkle Award - Social Media Team

BADGE

Above & Beyond for High Quality Content

CERTIFICATIONS

- Fundamentals of Digital Marketing (Google Digital Garage)
- LIVE MASTERCLASS ON GOOGLE ADS (Skill Nation)
- The ultimate SEO training + SEO for word press websites (Udemy)
- Participated in a one-day workshop on AI tools (be10X)

LANGUAGES

- English (Proficient)
- Tamil (Fluent)
- Telugu (Intermediate)