

ANUPAM HARSH

COPYWRITER

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SUMMARY

Accomplished copywriter with 5 years of specialized experience in content creation, blog writing, email marketing, and SEO optimization. Proven track record of collaborating with leading brands, & companies, and outsourcing clients to produce result-oriented content that drives engagement and meets business goals.

PROFESSIONAL EXPERIENCE

CodeAce IT Solutions LLP

Oct 2022 - Jul 2023

- Drafted persuasive and detail-oriented product descriptions and product reviews.
- Conducted in-depth product research to ensure accuracy and relevancy, while implementing the latest blog layouts to enhance search engine rankings.
- Developed and implemented SEO-optimized content strategies using HubSpot and Hemingway.

Merrative Technologies Private Limited

Nov 2022 - Dec 2023

- Produced SEO blogs with a 95+ score on the Surfer SEO tool, ensuring content was fully optimized for search engines.
- Executed strategic external and internal linking to enhance site authority and improve SEO rankings.
- Developed strong expertise in content optimization using Grammarly & SEO tools, and drafting effective TLDR summaries to increase reader engagement.

SeoExpert AI

Sept 2024 - Oct 2024

- Conducted extensive keyword research to identify high-impact terms for website optimization, leading to a 20% increase in organic search impressions.
- Assisted in content planning by devising strategies for blogs and website pages, resulting in improved website traffic by 15%.
- Collaborated on content creation, producing SEO-friendly blogs and landing pages with a Surfer SEO score above 85.

SKILLS

Copywriting: SEO, A/B Testing, Email Campaign, SEM, Research, Meta Descriptions, Ad Copy, Web Copy, Newsletters, Press Release, Blog & Technical Writing, Video Scripts, Direct Response Copy, Sales Letters, B2B Writing

Writing & SEO Tools: Google Workspace, Hemingway Editor, Grammarly, Copyleaks, Surfer SEO, HubSpot, Copy.ai, Notion, Semrush, Thesaurus, Trello

Analytics & CMS: Google Analytics, Trello, Notion, Excel

CERTIFICATIONS

- **Highradius Technologies Private Limited** - Business Essentials Program
- **HubSpot Academy** - Email Marketing
- **Google Skillshop** - Google Analytics
- **Semrush Academy** - SEO Principles