

# ANUPAM HARSH

## COPYWRITER

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### SUMMARY

Accomplished copywriter with 2.5+ years of 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

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#### SeoExpert AI | SEO Generalist

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.
- Collaborated on content creation, producing SEO-friendly blogs & landing pages with a Surfer SEO score above 85.

#### Health O Review | Web Copywriter

Mar 2023 - Jan 2024

- Created SEO-optimized web blogs in the health and wellness niche, enhancing organic traffic.
- Conducted keyword research and implemented on-page SEO techniques to improve search rankings.
- Designed engaging social media posts on Canva, including posters, stories, and carousels, to boost brand visibility

#### Merrative Technologies Private Limited | SEO Content Writer

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.

#### CodeAce IT Solutions LLP | Product Review Writer

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.

#### Smartlead.ai & Thrillophilia | Freelancer

- Developed email campaign marketing blogs for Smartlead.ai to educate users on email automation & drafted high-converting email templates for outreach campaigns.
- Researched and created informative travel itineraries and tour guides for Thrillophilia to enhance user experience and trip planning.

### SKILLS

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**Copywriting:** SEO, A/B Testing, Email Campaign, SEM, Research, Meta Descriptions, Ad Copy, Web Copy, Newsletters, Press Release, Blog & Technical Writing, B2B Writing

**Writing & SEO Tools:** Google Workspace, Hemingway Editor, Grammarly, Copyleaks, Surfer SEO, HubSpot, Notion, Semrush, Thesaurus

**Analytics & CMS:** Google Analytics, Excel

**Graphic Tools:** Canva

**AI Tools:** ChatGPT, Copy.ai, Rytr, Copilot, Claude.ai, Jasper

### EDUCATION

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Institute of Technical Education & Research (B-Tech, CSE)

NOV 2021 - MAY 2025

### CERTIFICATIONS

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