

# Yogeeta Sharma

## ✉ Portfolio

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**Work Authorization:** Full UK Working Rights | No Sponsorship Required

Creative and meticulous Content Writer, Editor, and Copyeditor with over 4 years of diverse experience in digital content creation, editorial review, and SEO-driven writing. Adept at producing, refining, and managing high-quality content across multiple industries, including iGaming, lifestyle, technology, and legal domains. Skilled in adapting tone and style to varied brand voices, collaborating with cross-functional teams, and optimizing content for digital platforms. Proven expertise in maintaining editorial consistency and accuracy under tight deadlines.

## ⚙️ Core Competencies

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**Content Writing & Editing**

**SEO Optimisation & Keyword Research**

**Proofreading & Editorial Review**

**Content Planning & Strategy**

**Fact-Checking & Quality Assurance**

**Brand Voice Adaptation**

**Social Media Content Creation**

**Research & Analytical Writing**

**Team Collaboration**

**Tools:** Moz, SEMRush, Screaming Frog, Google Keyword, Wordpress, Ahrefs, MS Office (Advanced Excel: data tables, formulas, analysis), Google Workspace, Grammarly

## 👤 SEO Competencies

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- On-Page SEO Optimisation
- Domain Analysis
- Technical SEO
- Link Strategy & Competitor Benchmarking
- Backlink Analysis & Domain Authority
- SERP Analytics
- Portfolio: <https://sharmayogeeta.github.io/portfolio/>

## 💼 Professional Experience

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### Stickeyes

CONTENT WRITER

United Kingdom

April 2023 – Present

- Wrote SEO-optimized, audience-targeted content across diverse niches including lifestyle, automotive, tech, and sports.
- Incorporated keyword research and SERP analysis to improve article ranking.
- Produced conversion-focused ad content aligned with brand voice and digital marketing goals.
- Managed multiple simultaneous projects with efficiency and precision, meeting client expectations and deadlines.
- Managed quick turnaround deliverables while maintaining tone consistency and editorial accuracy.

### University of the People

Remote

ADJUNCT INSTRUCTOR

June 2024 – Present

- Demonstrated strong analytical skills in assessing student submissions, providing clear, detailed feedback, and ensuring consistent evaluation standards.
- Taught English Composition to undergraduates, emphasizing academic writing and research skills.
- Provided editorial guidance to students, supporting their content development skills.
- Delivered personalized feedback and maintained high engagement in virtual classrooms.
- Designed assessments aligned with learning objectives and institutional standards.

### Ontrak Recruitment and Training

Brighton, United Kingdom

CUSTOMER SERVICE ASSISTANT

August 2023 – Present

- Accurately recorded and interpreted service issues using internal systems, ensuring timely and precise resolution.
- Managed real-time data updates and communicated clearly with stakeholders to maintain safety and customer satisfaction.

## **mStarlex Solutions Pvt. Ltd**

LEGAL CONTENT WRITING ANALYST

- Created legal and immigration-related content using structured templates and SEO strategies.
- Ensured compliance with evolving international visa regulations through regular legislative reviews.
- Delivered client-ready content with short turnaround time, ensuring quality and coherence.
- Utilized CMS platforms and legal research databases to enhance content reliability.

Gurugram, India

July 2022 – January 2023

## **Ascent International School**

TGT ENGLISH TEACHER

- Developed and delivered curriculum-aligned lesson plans for secondary school students.
- Conducted evaluations, progress reporting, and digital class coordination via Google Classroom.

Greater Noida, India

July 2021 – April 2022

## **Education**

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### **Galgotias University**

PH.D. IN ENGLISH

Thesis Title: Power Dynamics in Interview Discourse and Gendered Communication

Greater Noida, India

August 2021 – Present

### **IGNOU**

MASTERS IN ENGLISH

Delhi, India

June 2016 – May 2018

### **IGNOU**

BACHELORS IN ENGLISH

Delhi, India

August 2013 – June 2016

## **Publications**

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### **Decoding Dominance: Power Structures in Media Narratives**

ESP INTERNATIONAL JOURNAL OF SCIENCE, HUMANITIES AND MANAGEMENT STUDIES

### **Spoken Discourse Analysis for Feminist Interviews**

SPECIALUSIS UGDYMAS

### **Historical Evolution of Interview Power Dynamics**

INDIAN JOURNAL OF NATURAL SCIENCES

### **Stronger Together: Crafting Successful Industry-Academia Partnerships**

LECTURE NOTES IN NETWORKS AND SYSTEMS

### **Voices of Change: Feminist Activism and Gender Equality**

MFW 2024 CONFERENCE

## **Soft Skills & Interests**

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- Attention to Detail & Analytical Thinking
- Accuracy & Data Interpretation
- Quality Assurance & Risk Assessment
- Communication & Team Collaboration
- Time Management & Deadline Efficiency
- Yoga & Athletics (National/Regional Medalist)