

Yogeeta Sharma

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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

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

- **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

Stickyeyes

United Kingdom

CONTENT WRITER

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

CUSTOMER SERVICE ASSISTANT

Brighton, United Kingdom

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

Gurugram, India

July 2022 – January 2023

- 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.

Ascent International School

TGT ENGLISH TEACHER

Greater Noida, India

July 2021 – April 2022

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



Education

Galgotias University

PH.D. IN ENGLISH

Greater Noida, India

August 2021 – Present

Thesis Title: Power Dynamics in Interview Discourse and Gendered Communication

IGNOU

MASTERS IN ENGLISH

Delhi, India

June 2016 – May 2018

IGNOU

BACHELORS IN ENGLISH

Delhi, India

August 2013 – June 2016



Publications

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

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