**CURRICULAM VITAE**

VAIBHAV ANAND

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**CAREER PROFILE**

Creative, skilled and accomplished **Content Writer** with diverse knowledge of writing technical and non-technical content for various websites. Seeking a position as a Senior Content Writer in a software company where my skills and proficiency can be put to the best use.

**PROFESSIONAL STRENGTH**

* Possess 3 years of experience in content writing.
* Ability to create quality content on a diverse range of technical and non-technical domains.
* Exceptional written and verbal communication skills.
* Strong grasp on grammar and understanding of various types of content like blog, PR, white papers, case studies, social media posts, web content etc.
* Ability to write SEO based content according to domestic and international client requirement.
* Capable of working both as a team and independently.
* In-depth knowledge of Google Keyword research tool and online search along with strong analytic skills.

**TECHNICAL SKILLS**

* Familiar with tools like Microsoft Office, Libre Office Writer, Excel and Outlook.
* Working Knowledge of WordPress and HTML.

**PROFESSIONAL EXPERIENCE**

**BLUEAPPLE TECHNOLOGIES**

November 2016 to Present

Content Writer

Responsibilities include

* Creating social media posts for clients from hospitality, IT, beauty and educational industries.
* Writing blogs, articles, Press Releases etc. for SEO purpose.
* Drafting white papers, case studies, presentations for different products like DRM, LMS etc.
* Creating content strategy for clients.
* Writing engaging web content for different industries that boosts rank on SERP and presents the business crisply.

**SPARX IT SOLUTIONS**

April 2015 to October 2016

Content Writer

* Assigned to write web content, blogs, Press Release, article, newsletter content, short descriptions and others for all the company’s website.
* Responsible for writing technical documentations, content for Knowlege base for WordPress themes, email templates etc.
* Responsible for editing content to ensure quality.
* Handled the task of writing product description and review for e-commerce websites.
* Worked for clients from the US and Australia on several content.

**RHOMBEX Pvt. Ltd.**

April 2014 to April 2015

SEO Content Writer

* Worked mostly for the clients and delivered content for a range of businesses like transport, tourism, astrology and what not.
* Handled the responsibility of writing state profiles of all Indian states for clients.
* Worked on SEO based content for higher ranking of websites.
* Wrote movie reviews, gadget reviews for various clients.

**EDUCATIONAL SUMMARY**

B.Tech in Information Technology from Dr. MGR Educational and Research Institute

**ACADEMIC ACHIEVEMENT**

* Summer internship at BharatSanchar Nigam Limited (BSNL) in networking and communication.
* Workshops, Training modules & Certification programs attended:
* Computing Communication & Hardware Technology
* IBM Rational Application Development.

**PERSONAL PROFILE**

* DATE OF BIRTH : 20/12/1989
* FATHER’S NAME : Dr.(Prof) Ganesh Prasad
* NATIONALITY : Indian
* SEX : Male
* MARITAL STATUS : Married
* LANGUAGE KNOWN : Hindi & English
* ADDRESS : Z 9 Sector 12 Noida

**REFERENCES**

Can be provided as per the requirement.