

TANAYA AHIRRAO

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PROFILE

Dedicated and experienced SEO Content Writer with a proven track record of creating high-ranking, engaging, and informative content. Eager to leverage my skills and experience to contribute to your organization's content strategy and success.

KEY SKILLS

- SEO Tools
- Content Creation
- Keyword Optimization
- Editing and Proofreading
- Time Management

WORK EXPERIENCE

Cracku, SEO Content Writer Intern/Freelancer

February – December 2024

- Produced daily blog content on topics related to CAT, MBA admissions, and educational trends, ensuring relevance and accuracy
- Implemented SEO best practices to enhance organic search visibility, resulting in increased website traffic
- Conducted keyword research and optimized content to align with high-ranking search terms
- Collaborated with the editorial team to ensure consistency in tone and quality
- Created and structured content and authored over 250 blogs targeting high-traffic educational queries

InsidellM, Event Marketing Intern

February – December 2024

- Leveraged strong persuasion and communication skills to engage potential attendees, influencers, and partners- converting interest into registrations and boosting event participation rates
- Spearheaded the promotion of our flagship event Konversations Kafe, reaching over 1000 students and professionals across India
- Increased event registrations by 200 through innovative persuasion strategies and targeted outreach
- The event was in collaboration with Colgate Palmolive, Sun Pharma, and Tata Administrative Services (TAS)

EDUCATION

Indian Institute of Management, Bangalore, BBA DBE (Digital Business & Entrepreneurship)

Sept 2024 – Sept 2027

NMIMS Mumbai, BBA IB (International Business)

Sept 2022 – Sept 2024

BYK College of Commerce (HSC Commerce)

Sept 2019 - June 2021

PERSONAL ACHIEVEMENTS

Deputy Vice Chairperson, ZION (College Cultural Fest)

Learning Pod Leader at the Indian Institute of Management (IIM) Bangalore

Consistent gold medallist in the British Council's SOF International English Olympiad

Appeared on national television Zee Yuva channel to perform a tap band

Highest marks in Class 10 English board exam

Literary Club Member, contributing articles and blogs for ZION

School captain in grade 10