



SOJY SN

CONTENT WRITER & DIGITAL MARKETER
SOJY002@GMAIL.COM | MOB: +91-8281325002

SKILLS

- Content Writing and Strategy Building
- Digital Marketing and Digital Content Plan
- On-page & Off-Page SEO, SEM, SMO, SMM
- Link Earning, Content Marketing & Blogging
- Client Communication
- Social & Email Marketing
- Lead Generation Plan
- Conversion Ratio & Quality Optimization for paid ads
- Lead & Demand Generation
- Ads Ideation & Copywriting
- Graphic Designing

TOOLS

- Google Analytics
- Google AdWords
- SEMrush & Uber Suggest
- Active Campaign
- Facebook AdCenter
- BuzzSumo & Moz SEO
- WordPress & Blogger
- Yoast & Rankmath SEO
- Adobe Tools & Canva
- Office 365 & G Suit

EXPERIENCE

CONTENT WRITER & DIGITAL MARKETER (MEDHA HOSTING 2018-PRESENT)

Content Writing, Copywriting, SEO, SMM, SMO, Digital marketing, AdWords optimization, Email marketing, content marketing, blogging, Link earning, Landing page, G-analytics

ASSOCIATE (NAVIGANT BPM, 01/05/2017 – 01/08/2018)

Accounts receivable caller, communication, USA healthcare

FREELANCE WRITER AND SOCIAL MEDIA MARKETER (2016)

Global Clientele: IBM, SAP, HACKERNOON, UN, B-INSIDER, DEV.TO, MEDIUM, CONTENNA.CO, CRIO.COM, ARTICLE-TED..

ACHIEVEMENTS

Developed multiple **digital marketing campaigns** that equally propelled organic and paid marketing channels to 100%.

Pioneered new **content strategies and developed content** for a whole season based on market trends and data-driven analysis that **reduce the bounce rate to 40%**.

EDUCATION & CERTIFICATION

BA SOCIOLOGY • 2017 • KERALA UNIVERSITY

MA DEVELOPMENT • PURSUING • IGNOU

Digital Marketing ([Google](#)), AdWords ([Google](#)), SMM



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