

# SAI VARA PRASAD

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## EXPERIENCE

- **Freelancer**  
*05/08/2013 - Present*  
Content writer
- Research industry-related topics (combining online sources, interviews and studies)
- Write clear marketing copy to promote our products/services
- Prepare well-structured drafts using Content Management Systems
- Proofread and edit blog posts before publication
- Submit work to editors for input and approval
- Coordinate with marketing and design teams to illustrate articles
- Conduct simple keyword research and use SEO guidelines to increase web traffic
- Promote content on social media
- Identify customers' needs and gaps in our content and recommend new topics
- Ensure all-around consistency (style, fonts, images and tone)
- Update website content as needed

## EDUCATION

- **Nirmala high school**  
*2008*  
High school diploma  
A
- **Narayana junior college**  
*2010*  
Intermediate diploma  
A

## SKILLS

- Ms office
- Outlook

- PowerPoint

## **LANGUAGE**

- Telugu
- English

## **INTERESTS**

- Books
- Listening music
- Travelling