

Karthika Sakthivel

Content Writer | Digital Marketer

Experienced content developer & digital marketer with 2 years of expertise in creating engaging, SEO-optimized content across diverse niches. Proven ability to deliver high-quality work within tight deadlines while maintaining creativity and accuracy. Skilled at adapting to different writing styles and brand voices, ensuring content resonates with target audiences and aligns with business objectives. Strong background in blogs, product descriptions, PR, and social media content, with additional experience in SEO strategy, branding, and digital marketing campaigns.

✉ karthikasakthi063@gmail.com

☎ 6369450818

📍 Chennai

WORK EXPERIENCE

Content Writer

SalesNanny Solutions Private Limited

01/2024 - Present

Chennai

Projects

- Created engaging blogs and product descriptions (1,920 in a targeted period) for SlideEgg, aimed at improving user engagement and boosting online product visibility.
- Collaborated with the SEO team to produce optimized content, including meta titles, tags, and descriptions, to improve website performance.
- I developed food-related content for Sastha Catering, including blogs and social media posts, and designed promotional posters to boost the brand's digital presence.
- I reached out via email to secure organic backlinks to the websites, worked out the SEO strategies to optimize the category content, guest blogged, and published the blog on different sites.
- Wrote blogs and social media content for the I CARE Hospital project, ensuring content aligned with the hospital's brand voice and messaging to increase audience engagement.
- Created and managed concise social media posts, LinkedIn community content, and newsletters for SalesNanny, Deckez, and Slidone to enhance brand engagement.
- Wrote blogs, created website and social media poster content, conducted keyword research, and developed website architecture to improve SEO and user engagement.

SKILLS

COMMUNICATION

PROBLEM SOLVING

TEAM WORK

ADAPTABILITY

TIME MANAGEMENT

PERSONAL PROJECTS

Project Name

ACHIEVEMENTS

Achievement Name

LANGUAGES

English

Full Professional Proficiency

Tamil

Full Professional Proficiency

INTERESTS

Technology

Marketing

Education

EDUCATION

Master of Computer SCIENCE

PSGR Krishnammal College for Women,
Coimbatore

11/2020 - 06/2022

74.5%

Bachelor of Computer Science

PSGR Krishnammal College for Women,
Coimbatore

06/2017 - 05/2020

64%