Anushree Ajay

Content Writer

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WORK EXPERIENCE

Rabble Labs (Formerly Lumos Labs) - Content Writer

January 2023 - November 2023

- Spearheaded a blog series called "DevStories," resulting in a 35% increase in blog readership and establishing the brand as a thought leader in the industry.
- Created engaging conversation points, timestamp scripts, and YouTube descriptions for the podcast series "BUIDL Banter," contributing to a 56% increase in podcast listeners and a 18% growth in social media engagement across platforms.
- Crafted compelling copy and captions for social media campaigns, which drove user engagement by 29% and increased brand awareness across Instagram, Twitter, LinkedIn, and Discord, resulting in a 38% boost in follower count.
- Wrote content for the company's website, enhancing user experience and communicating the brand's value proposition, leading to a 30% increase in website traffic and a 10% improvement in conversion rates.
- Participated in peer reviews, providing actionable feedback that improved content quality by 15% and reduced editing time by 20%.
- Collaborated with the PR team to draft brand inputs, ensuring consistent messaging across external communications, which contributed to a 25% increase in media coverage and positive brand mentions.
- Authored the company's meta-letter, resulting in a 40% increase in newsletter open rates and a 15% rise in audience engagement with company updates and industry trends.
- Coordinated and assisted in managing content calendars, ensuring a 98% on-time posting rate and increasing content consistency, which led to a 20% increase in audience retention.
- Developed video scripts for product launches, trailers, accelerators, and hackathons, effectively communicating key brand messages and contributing to a 23% increase in video views and a 9% boost in product inquiries.

Expand My Business - Freelance Writer

September 2022 - March 2023

- Authored 20-25 SEO-optimized blogs per month, resulting in a 40% website traffic increase.
- Produced long-form content on technology, marketing, & social media strategies, attracting over 500 new visitors weekly.
- Conducted keyword research and SEO optimization using SEMrush, Google Analytics, & other SEO tools, leading to a 30% improvement in organic search rankings.
- Assisted in implementing a content distribution strategy across various platforms, increasing content reach and engagement by 25%.
- Implemented A/B testing for headlines and calls-to-action, improving click-through and conversion rates.

DigiSapling - Freelance Writer

June 2022 - August 2022

- Crafted daily captions and produced engaging content for Instagram Reels. Developed and executed social media
- strategies to increase follower engagement and brand awareness, resulting in a 6% growth in followers over two months.
- Established strong brand collaborations by crafting persuasive emails to various brands and organizations, fostering beneficial partnerships.
- Worked on proofreading and editing interviews for accurate print publications.
- Coordinated and managed content calendars, ensuring timely and consistent posting across all social media platforms, while maintaining a cohesive brand voice and message.

  Designed mini portfolios on Canva, showcasing client work in an appealing and professional manner.

Dtroffle - Junior Content Writer

December 2021 - April 2022

- Produced 2-3 high-quality blogs per week, adhering to SEO strategies created by the content lead. Delivered
- email campaigns for social media pages and contributed to the company's growth through persuasive promotional emails.
- Collaborated with the marketing team to develop content calendars and align content strategy with overall marketing goals, ensuring consistency and coherence in messaging.
- Developed expertise in curating LinkedIn posts, driving engagement and connections by 10%.
- Produced high-quality product descriptions and blog posts, which improved product visibility and driving a 9% increase in online sales.
- Created compelling infographics and visual content to complement written material, enhancing content appeal and shareability on social media platforms.

SKILLS

Hard Skills

- Search Engine Optimization
- SEO Tools Proficiency
- Email Marketing
- Content Management Systems (CMS)
- Content Marketing
- Social Media Marketing
- Sales Copywriting
- UX / Web Writing
- Scriptwriting
- Extensive Research
- Copy Editing and Proofreading
- Digital Marketing Basics
- Graphic Design Basics

Soft Skills

- Attention to Detail
- Teamwork
- Leadership
- Adaptability Critical
- Thinking
- Time Management
- Problem-Solving
- Client Management

EDUCATION

B.A. (Hons.), in English

Delhi University (2024 - Present) Delhi, India

B.Sc. (Hons.), in Forensic Science

Galgotias University (2020 - 2023) Greater Noida, India

St. Theresa's Girls Sr. Sec. School

Bhopal, India

ACTIVITIES

- **AllBooked -** *Club Head*
- **Lingo Freaks -** *Senior Member*

PORTFOLIO

Please visit my website to access my published work.

CERTIFICATIONS

- Copywriting: Master Content Writing & Copy Writing in 2024
- The Ultimate SEO Training 2024 + SEO For Wordpress Websites
- Content Marketing. Content that Sells!
- Content Marketing Masterclass: Create Content That Sells
- Email Marketing with Dekker: Cold Email Marketing & More!