

# PRIYANGA S

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SEO SPECIALIST  
CONTENT WRITER

Chennai 600 092

+91 9677087282

## PROFESSIONAL SUMMARY

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Researched, wrote, and published captivating content for diverse media platforms, driving engagement and increasing website traffic by 50% within a few months.

## EXPERIENCE

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10/2023 – present

### SUCCESS.AI (REMOTE ROLE)

#### SEO specialist Content Writer

- Created SEO-optimized content that increased visibility on search engines, increasing 50% organic traffic.
- Conducted keyword research and developed SEO-friendly content titles and meta descriptions to maximize content visibility with more than 80% SEO score.
- Worked collaboratively with team members to meet and exceed 50% of project goals.

11/2021 – 12/2023

### NEWGEN KNOWLEDGE WORKS PVT LTD, CHENNAI

#### Executive in Pre-editing

- Maintained style guides that ensured 100% consistency across all visuals.
- Adapted writing style to meet the needs of each target audience, resulting in higher engagement and 70% reader satisfaction.
- Implemented advanced editing techniques to ensure that transcripts are grammatically correct and read naturally.

01/2018 – 11/2019

### NEW SARASWATI HOUSE INDIA PVT LTD, CHENNAI

#### Proofreader

- Edited a book manuscript for publication, ensuring accuracy, clarity, and consistency in language and style.
- Edited and proofread books to ensure 90% accuracy and clarity of information.
- Collaborated with 3 departments to ensure content was in line with business objectives and branding.

## EDUCATION

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2012 – 2016

ANAND INSTITUTE OF HIGHER TECHNOLOGY, CHENNAI

CGPA – 6.7

B.E/B.Tech- Electronics and Instrumentation Engineering

## CERTIFICATES

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COURSERA	WordPress Web design
SEMRUSH	SEO Certification
GOOGLE	Google Ads Search Certification
GOOGLE	Fundamentals of Digital Marketing

## INTERNSHIP

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10/2023 - 12/2023

### SUCCESS.AI (REMOTE ROLE)

#### SEO specialist Content Writer

Collaborated with cross-functional teams to create content that was optimized for SEO, increasing organic search traffic.

## SKILLS

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- Content Writing
- SEO
- WordPress
- Canva
- Creative Writing
- Editing and Proofreading
- Active listener
- Confident Speaker
- Thrives in a team environment
- Proficient in managing multiple concurrent deadlines

## LANGUAGE

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- Tamil
- Telugu
- English