

Pravallika Ramesh

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Objective

A logical and organised content writer well-versed in building interest in readers, marketing books and researching. Bringing 3+ years of experience while implementing newer techniques and adapting to the latest trends. Versatile in Microsoft Office, editing diverse content, and making structured drafts. Ability to multi-task projects simultaneously with high accuracy and attention to detail.

Education

➤ **BACHELOR OF ENGINEERING, INFORMATION | R N S INSTITUTE OF TECHNOLOGY, BANGALORE**

Skills & Abilities

TECHNICAL	TECHNIQUES	TOOLS
Proofreading	Creative Content Development	Grammarly
Writing	Web Content Writing	Microsoft Office Suite
Editing	Copy Editing	Google Suite
Blogging		WordPress
Research		

Experience

BLOGGER | AUGUST 2022 - PRESENT

- Published 10 + blogs in three fields of industry, i.e., Branding, Advertising, and IT solutions.
- Researched and surveyed the content and wrote articles to give the right piece of information to the users.
- Used Gifs to make the blog interesting for young readers, which enabled 2x blog views.
- Writing unique content without ads and promotions, or collaborations and driving the traffic to the web pages by 70%.
- Worked on the content around WordPress and gained readers.
- Improved and used newer technologies to build blog strategies, blog layouts and innovative blog templates.

- Ensured the blogs could be accessed from different operating environments, which improved readers by 30%.

CONTENT WRITER | LIKHIL GLOBAL IT SOLUTIONS PVT LTD | NOVEMBER 2018 – NOVEMBER 2020

- Created engaging, user-friendly content for more than five websites featuring products and services for companies without any plagiarism.
- Collaborated with the Digital Marketing team to produce driven content to increase revenue by 30% using SEO tools.
- Generated alert messages and content for email marketing, from intriguing subject lines to conveying the agenda to clients with accurate information.
- Co-ordinating with the Graphic Designers to create taglines on social media and short content for banners or flex boards, which resulted in traffic by 51% for the company.
- Reviewed and edited drafts for error-free content with multiple writers through constructive criticism and taking feedback which improved the clarity of the subject by minimizing the work time by 12%.
- Proofread 50+ documents, articles, newsletters, and blogs and formed an editorial team to ensure consistency in language, design, and applied company Style guides.
- Strategized content based on Google Analytics data, geographical targeting and keyword planning, thus increasing productivity by 47%.
- Produced E-documentation, maintained an extensive technical terminology library, and kept updated on technical literature.
- Produced and was responsible for taking meeting minutes, preparing PPTs based on the agenda with valid and verified information, and ensuring a style in each.

WRITING TUTOR|PART-TIME

- Provided private sessions to 15+ students to improve their English by assessing their academic performance and advancing their knowledge towards the subject.
- Developed study materials for 5–18-year groups, such as notes, lesson modules and questionnaires, to prepare for tests.
- Provided positive feedback to students to nourish, encourage, and build confidence in English by focusing on their weaknesses and improving their strengths.
- Tutored students on every aspect of the writing process, like the writing style, grammar, punctuation, and essay topic selections.
- Conducted several quizzes and trivia in spelling and grammar, which helped students stay vigilant and up to date.
- Worked as an invigilator for government exams in India and learned how to train students for their respective exams.