



KEY SKILLS

Proofreading

Proofread marketing materials, including magazine, catalogs, sell sheets, and website content. Worked with marketing, business development and ed-tech businesses from conception to end.

Content Editing

Created visually appealing and engaging content for increasing click-through rates. Optimised website content for SEO increasing organic traffic growth.

Communications

Reviewed press releases, coordinated events, and contributed to the development of marketing campaigns.

Review Marketing

Actively generated more customer reviews by writing business content on social media platforms like Facebook, Reddit and LinkedIn.

PROFICIENCIES

GA4, ChatGPT
SEMrush, Ahrefs
Wordpress
Screaming Frog

STYLE GUIDES

Chicago
AP
MLA

CERTIFICATIONS

Diploma In Content
Writing By Paul Jenkins in
2022

Diploma In Proofreading
By Dr. Claire Lynch in 2023

E-Course In Research Method-
ology And Thesis Writing By Dr.
Shilpee Agarwal in 2023

Proofreader & Content Editor

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SUMMARY

Dynamic and detail-oriented proofreader and content editor with over 6 years of experience in enhancing content quality and ensuring editorial excellence. Proven track record in collaborating with writers, managing project timelines, and driving reader engagement.

Core Accomplishments

Proofreader & Content Editor 06/2023 - Present

ATN Media Concept LLC

Dubai, UAE

- Execute monthly SEO deliverables for a dedicated set of clients in partnership with a group of SEO specialist writers.
- Optimise on-page elements like titles, meta-descriptions, header tags, internal links and implement on-site improvements.
- Edit SEO-friendly content for existing pages and new local landing pages based on strategic directions.
- Compile weekly/quarterly SEO performance reports, ensuring accurate data, insightful commentary and alignment with client goals.

Proofreader & Writer

01/2018 - 03/2020

CIIE Initiatives

Ahmedabad, India

- Reviewed business documents, enhancing clarity and coherence to align with B2B marketing goals.
- Implemented a new proofreading protocol that reduced factual errors in partner marketing materials.
- Collaborated with authors to improve readability and flow, resulting in a 30% increase in publication quality ratings.
- Implemented digital proofreading tools like Grammarly and Hemingway, increasing efficiency and accuracy in written content.

English Language Teacher

04/2014 - 05/2018

St. Anns High School

Ahmedabad, India

- Taught lessons to drive student appreciation for literature from classical writers like Frost, Dickens and Shakespeare.
- Implemented an innovative English curriculum, resulting in an improvement in students' standardized test scores over a two-year period.
- Introduced technology-based learning tools into the classroom, enhancing student engagement and contributing to a 25% increase in average grades.

EDUCATION

Master of Arts in English

04/2016 - 04/2018

Indira Gandhi National Open University

Ahmedabad, India

Bachelor of Education

04/2012 - 04/2013

Gujarat University

Ahmedabad, India

Bachelor of Arts in English

04/2003 - 04/2005

Indira Gandhi National Open University

Ahmedabad, India

LANGUAGES

English ★★★★★
Hindi ★★★★★
French ★★★