**Shilpa Mehiri**

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**Copywriter Lead | Content Lead | Content Consultant**

**Content Management | Brand Development | Search Engine Optimization (SEO) Writing**

**14 years of experience | 12 years of writing & delivering high quality, engaging content exposure in diverse industries**

**Strategize content ranging from ideating, creating, editing, publishing and sharing well-researched, comprehensive content for clients on social media platforms in alignment with products & services and maintain brand consistency**

**Created content including web pages, blogs, long-forms, case studies and whitepapers**

**Wrote content on topics ranging from Jewellery, Fashion, Mobile Phones & Accessories, Agriculture Machines, Social Media Marketing, Catering Services, Dental Services to SEO**

**PROFILE SUMMARY**

Experienced in writing and managing SEO-friendly & customer-centric content for projects, contributing to campaign ideas to increase audience engagement and number of sales-qualified leads (SQLs). Proficient in researching industry-related topics to create original content relevant to target audiences across online channels and performing keyword research & using SEO best practices to improve content continuously. Effectively edit, proof-read & conduct quality checks on content and finish projects within assigned deadlines. Collaborate with SEO team to increase blog traffic and ranking of Google search results. Knowledge of SEO, SMM, digital marketing, email marketing, keyword research & Google Analytics and usage of Internet & Microsoft Office. Stay updated on latest market trends and best writing practices for web, web usability and business/industry trends. Ensure strict adherence to style guides of each client and their policies for publication. Excellent writing skills and impeccable grasp of the English language, including idioms and bloom’s taxonomy.

**KEY COMPETENCIES**

**Market Research | Fashion Writing | Fashion Marketing | Article Creation & Editing | Web Content Creation | Content Development & Editing | Product Descriptions | Blog Writing | Social Media Marketing (SMM) Posts | Project Management | Proofreading | Cross-functional Team Coordination**

**PROFESSIONAL EXPERIENCE**

**FTX INFOTECH, AHMEDABAD JUN 2021 – PRESENT**

*A Global Information Technology Company, provides one-stop solutions to B2B & B2C customers (Start-ups, Agencies and Enterprise), offers deep domain knowledge of IT industry and have served 100+ customers.*

**Senior Content Writer**

* Researching and reading topics on point-of-sale system, digital signage, loyalty programs, customer loyalty & retention, gardening, etc. to develop SEO-friendly & informative content as per project requirements
* Researching & reviewing content for different projects and writing web pages, blogs, case studies & whitepapers
* Projects executed: FTx POS, LNS (Loyal-n-Save), HueLight, Homegrown
* Creating social media posts and conducting research for developing hashtags for brand promotion
* Posting answers in Quora for backlink purposes, tracking and viewing progress
* Improving web pages and revising blogs as per SEO guidelines to increase ranking
* Using Google Analytics to review & improve performance of web pages
* Editing content in blogs & web pages through WordPress

**NSEG PRIVATE LIMITED, AHMEDABAD SEP 2020 – APR 2021**

*A fast-paced growing solar system installation company, provides world-class learning & professional development opportunities. Has installed 70,000+ solar power within group of companies under NSEG.*

**Content Writer**

* Wrote content for solar industry in form of blogs, articles and SMM (Social Media Marketing) posts and proof-read, edited & submitted content to the SEO team
* Handled and allotted content to a team of **5** Freelance Writers
* Analyzed competitors’ websites, read blogs and watched YouTube videos to research & collate related data
* Reviewed websites to check grammatical mistakes, image structure, web design and flow of content
* Reviewed meta title, tags and meta description

**JADEBLUE LIFESTYLE INDIA LIMITED, AHMEDABAD JUL 2019 – AUG 2020**

*Offers a wide range of menswear fashion with focus on customers’ satisfaction & Community building. Makes JadeBlue, a complete menswear solution provider.*

**Fashion Content Writer**

* Drafted fashion-based content for website and product descriptions
* Developed taglines for banners and creative website promotions
* Created fashion blogs as per market trends and posted on social media platform to increase product promotion
* Proof-read marketing copies and ensured adherence to the brand

**FIBRE2FASHION PRIVATE LIMITED, AHMEDABAD OCT 2017 – JUN 2019**

*A market driven B2B portal founded in 2000, with 1800+ products listed under 13 different categories and catering to varied segments of textile, apparel and fashion industry. Offers textile-based information through informative articles, news, market analytical reports on fibre & feedstock and print features.*

**Fashion Content Writer**

* Drafted fashion-based content for online marketplaces (Jabong, Myntra, Snapdeal, Amazon, Flipkart)
* Wrote product descriptions for fashion industry
* Drafted and uploaded A + Amazon content from seller panel
* Developed content marketing strategy, edited, proof-read and framed new content
* Wrote web content, blogs and one-liners for SMM marketing banners

**INNOVIFY BUSINESS INTELLIGENCE SERVICES PRIVATE LIMITED, AHMEDABAD AUG 2015 – SEP 2017**

*A fast-growing digital innovation & product management company, offers a wide range of expert services and helps clients develop innovative products & enable focus on their key business drivers.*

**Senior Branding & Communication Executive**

* Drafted fashion-based content for UK based fashion website (www.atmayfair.com) and maintained website through WordPress & Magento
* Conducted research on fashion trends, blogs & articles and created SMM posts for promoting designer labels of UK
* Published fashion blogs and wrote newsletters for promotion & marketing of fashion brands
* Researched competitors and keep abreast of market trends
* Wrote stylist note & description for UK based fashion brands like Aloura London, Parlor, Dreams Code on AtMayfair
* Expanded brand visibility and awareness of AtMayfair across social media channels
* Created fashion banners and marketing images for website with the Creative team
* Conducted website promotions, offers and SMM posts
* Tested website to ensure zero technical bugs and errors

**BLURBPOINT MEDIA PRIVATE LIMITED, AHMEDABAD JAN 2014 – JUL 2015**

*A reputed digital marketing agency, provides marketing services to clients and specializes in paid marketing, search marketing and digital marketing.*

**SEO Content Writer**

* Drafted SEO relevant content for websites, blogs, articles & press release for different projects
* Studied inbound marketing, researched new topics and gained knowledge on different topics
* Conducted extensive web research to collect topic related data
* Worked with SEO team and helped in blog commenting and Q&A (question & answer) tasks for SEO purpose
* Used research tools and other related tools for drafting content

**SMIT DIGITAL MARKETING PRIVATE LIMITED, AHMEDABAD OCT 2012 – SEP 2013**

*One of the emerging search engine marketing & internet marketing company based in Ahmedabad & Mumbai, offers SEO, PPC & Social Media services.*

**Assistant Manager – SMM & SEO Content Writer**

* Studied competitors & local brands and kept updated with current news to create Facebook postings for clients’ page
* Conducted web research to collect topic related data and wrote, edited & updated content for employee’s website
* Worked with the SEO team to produce quality website content and meta description
* Wrote 250+ SEO relevant Blogs, 50+ Guest-Blogging, 100+ Articles, 10+ Press Releases, 15+ Web Content, 50+ Meta-Descriptions
* Drafted Facebook postings on a daily basis for local brands
* Framed content for Facebook Paid Ads & Google PPC (pay-per-click) Ads
* Monitored Likes, Comments & Shares of Facebook postings

**P&K INFOCOM PRIVATE LIMITED, AHMEDABAD SEP 2011 – OCT 2012**

A leading website design company and specializes in web design, web development, web hosting, SEO and e-Commerce solutions including SMO, SEO and other Internet Marketing solutions.

**SEO Web Content Writer**

* Conducted research to draft content for topics including agriculture machines, catering, dental services and wrote SEO-friendly articles, blogs and press-notes
* Kept updated on best practices in writing for web, web usability and business/industry trends
* Ensured compliance with in-house editorial, formatting and style guidelines for content drafting
* Studied websites & different sources and generated content in a clear and precise manner, as per clients’ requirements
* Framed content for meta-description for off-page and on-page SEO optimization
* Developed content for Australian clients engaged in different industries
* Edited, proof-read and performed quality checks on content

**PREVIOUS ENGAGEMENTS**

**SEO Content Writer,** Communication Crafts, Ahmedabad Dec 2010 – Aug 2011

**Web Research Associate,** Azure Knowledge Corporation, Ahmedabad Oct 2009 – Dec 2010

**Proof Reader,** Six Sigma Education, Ahmedabad Jun 2008 – Oct 2009

**FREELANCE EXPERIENCE (2010 – PRESENT)**

* Drafted content for renowned brands (Bejan Daruwalla, Talod Foods, Samarpan Infotech, JD Consultancy, JadeBlue, apcallcenters, OTO Bearings, Skydelinfotech, Interwebtech, Alltimetrading, Bluestarempire)

**Links:**

* <https://bejandaruwalla.com/pages/astrology-consultation-online>
* <https://bejandaruwalla.com/pages/career-report>
* <https://bejandaruwalla.com/pages/personalised-prediction>
* <https://www.talodfoods.com/portfolio/gulab-jamun/>
* <https://www.talodfoods.com/portfolio/handwa/>
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* <https://www.samarpaninfotech.com/blog/web-design-trends-2021/>
* <https://www.samarpaninfotech.com/blog/right-technology-stack-for-web-app-development/>
* <https://www.samarpaninfotech.com/blog/angular-11-features-and-major-improvements/>
* <https://www.jdconsultancygroup.com/marketing-consultancy.html>
* <https://www.jdconsultancygroup.com/dropshipping.html>
* <https://www.jdconsultancygroup.com/business_development.html>
* Worked as Freelancer for Studio45, Ahmedabad & Toyaja Inc., Hyderabad

**ACADEMICS**

**BCA – Bachelor of Computer Applications,** St. Xavier’s College, Ahmedabad 2008

**ACADEMIC PROJECTS (BCA)**

* Developed Networking website, “Story Train” using SQL Server, MS Access, ASP.Net, Java, Flash
* Developed Shopping Cart using .Net, SQL Server, HTML, Java
* Developed Flash projects