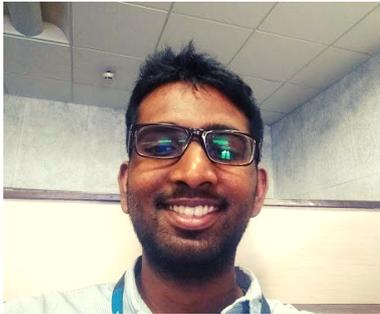




CONTENT CREATOR

# REUBEN KURIEN JOHN



## EDUCATION HISTORY

MBA MARKETING & ANALYTICS  
Kumaraguru College of Technology  
2019–2021

Bachelor of Commerce (B.Com)  
PSG College of Arts & Science  
2014–2017

## GET IN TOUCH

Mobile: 7868802621

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CA 14A Shruthi Enclave Behind Central Studio Road  
Coimbatore 641–005

## PERSONAL PROFILE

I am an MBA graduate and a Creative Copywriter writer adept at creating and marketing compelling content in the form of long-form articles, blogs, and social media creatives for B2B, B2C & social media brands by complying with client requirements & SEO guidelines. I am proficient at using tools such as Ubersuggest, Grammarly & Hemmingway to optimize and update content for increase organic traffic, driving engagement & enhancing overall user experience.

## WORK EXPERIENCE

### CONTENT STRATEGIST FOR ADTECH CORP (NOVEMBER 2021 – FEBRUARY 2023)

- Writing marketing copies to promote our products & services
- Content creation i.e. blogs, articles, infographics, promo videos, social media posts etc.
- Developing Content Plans & Frameworks.
- Content Strategy Development
- Curating content for creatives used for posting on company's LinkedIn , Facebook & Instagram Page

### DIGITAL CONTENT CREATOR (FEBRUARY 2023 – PRESENT)

- Writing marketing copies to promote the products and services of our clients
- Writing website content for brands
- Content Strategy Development
- Creating marketing copies to promote services of B2B clients
- Creating social media creatives for B2C, B2B, and social media brands
- Managing a team of freelancers
- Developing Content Plans for B2B brands
- Developing Content Frameworks for Freelancers
- Writing blogs & articles for major B2B Brands

### KEY SKILLS:

1. Content Writing
2. Copywriting
3. Keyword Optimization
4. Editing & proofreading
5. Team Management
6. Design
7. Video Editing