

## **Prasad M. Chawan**

Content writer | Copywriter

Andheri (E), Mumbai

Preferred job location: Mumbai, Remote.

9920410287

[p8aura@gmail.com](mailto:p8aura@gmail.com)

<https://www.linkedin.com/in/prasad-c-8636b6246>

## **Profile Background**

Specialized in long-form SEO content (Landing pages, Blog posts, Technical writing, ebooks, White paper etc.) and short-form copywriting (Website copy, SEO copy, Product copy, B2B & B2C copy, Ad copy). I come to the table with 5 years of marketing experience in agency settings. Experience in SEO-optimized content and for IT/Electronics, SAAS products, Cloud / cyber security, Real estate, FMCG, Health industry, and fashion/jewelry domains. I build and deliver content that inspires and empowers team developers to build on technology and innovate fast, leverage new features, and use more features, products, and clouds. Experience in developing content for UK and US audiences. The ability to produce, proofread, analyze, and edit content, and build quality material within defined time frames. Writes between 40,000 words per month or 2,000 words per day on average.

## **Objective:**

Dedicated and versatile writer with a passion for crafting engaging and persuasive content. Specialized in blog writing, copywriting, and business proposals, I am committed to delivering high-quality, results-driven content that meets clients' needs and exceeds expectations.

## **Education**

- Bachelor of computer applications.
- 3 Years Diploma in Information Technology.
- H.S.C (Electronics).
- Completed Copywriting course from Henry Harvin institute Certificate No. 1090/IND/1329

## **Work Experience**

December 2020 to February 2023

### **Sr. Content Specialist**

Quad Digital (Mumbai)

- Meeting with the creative, marketing, and design teams to ideate and define content goals.
- Researching content and consumer trends to ensure that content is relevant and appealing.
- Developing content strategies to effectively reach the desired target audience and marketing goals.
- Creating content for a variety of platforms including blogs, websites, and social media.
- Proofreading and editing content before publishing.

- Ensuring that SEO and SMO strategies are effectively implemented.
- Managing content calendars and ensuring that the content remains consistent across all platforms.
- Coordinating with the marketing, design, and writing teams to ensure the timely delivery of assignments.
- Tracking consumer and content analytics and generating reports and presentations.
- Keep up to date with content trends, consumer preferences, and technological advancements.

February 2016 to December 2020

**Copywriter (Short - Long)**

1st Impression Entertainment Ltd. (Pune)

- Write advertising copy designed to effectively reach customers in the appropriate target markets to promote products and services.
- Discuss products and services with clients to learn all the details and specifications to ensure the appropriate advertising methods and themes are used.
- Create internet, publication, and broadcast media content using creative concepts.
- Research what aspects will make products and services more appealing to customers to maximize the number of sales.
- Write persuasive copy for brochures, websites, and advertisements to ensure customers are reached.
- Worked with art directors and account managers to create ideas and schedules that worked with the projects at hand.

October 2013 to February 2016

**Social Media Executive.**

Pageline media group (Mumbai)

- Develops engaging, creative, innovative content for regularly scheduled posts, enlightening audiences and promoting brand-focused messages.
- Write clear, engaging copy for each target audience & Edit and proofread copy within deadlines.
- Analyses social media campaigns with tracking systems to gather visitor data and determine efficacy and areas for social media campaign improvement.

August 2009 to September 2013

**Website Developer.**

Sky Technology Pvt. Ltd. (Mumbai)

- Write well designed, testable, efficient code by using best software development practices
- Create website layout/user interface by using standard HTML/CSS practices
- Integrate data from various back-end services and databases
- Gather and refine specifications and requirements based on technical needs
- Create and maintain software documentation
- Responsible for maintaining, expanding, and scaling web sites.

September 2007 to July 2009

**Technical Support Executive.**

Intelanet. (Mumbai)

- Identifies, investigates, and resolves users problems with computer software and hardware.
- Fields support calls, chat, email, and/or other communication from users with inquiries regarding software programming, connectivity, printing, and similar concerns.
- Consults with users to determine steps and procedures taken to identify and resolve the problem.
- Applies knowledge of computer software, hardware, and procedures to solve problems.
- Guides users through diagnostic and troubleshooting processes, which may include use of diagnostic tools and software and/or following verbal instructions.

---

Prasad Madhav Chawan