

PUJITHA KALLORI

CONTENT AND COPYWRITER



PROFILE

I am an aspiring Content Writer with a strong background in accounts receivable and business development in the US healthcare industry. After a break to focus on my family, I decided to pursue my passion for writing and transitioned into a career as a Content and Copywriter, leveraging my passion for writing to create engaging and impactful content. My versatile skill set, analytical mindset, and commitment to delivering quality work make me a valuable asset for crafting compelling narratives and driving content success.

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SKILLS

- Content Writing
- Copywriting
- On-Page SEO
- Creative Ads
- Visual Ads
- Content audit
- UI & UX Email & Push Notifications

CERTIFICATIONS

- SEO Certification at HubSpot Academy
- Inbound Marketing at HubSpot Academy
- Content Marketing at HubSpot Academy
- Social Media Marketing at HubSpot Academy
- Digital Marketing at HubSpot Academy

TOOLS

- Google keywords Planner
- Prompt Engineering in ChatGpt
- Canva
- Google keywords research and Uber Suggest
- Answer the Public
- Google Search Ads Preview
- SemRush Headline Generator
- Notion

EDUCATION

- Bachelor of Commerce- Osmania University
- Siddhartha Women's Degree College (2009 - 2012.)
- 12th standard from Master Minds College Guntur (2007 -2009)

EXPERIENCE

1. Content & Copywriting at MyCaptain. Duration: 2023 July -

Worked on SEO Friendly Blogs for the brands Myntra, Wow Skin Sciences, The Whole Truth, Sleepy Owl

- Product launch blog for Myntra.
- Educational/Informative blog for Wow Skin Sciences.
- How to blog for The Whole Truth.
- Listicels for Sleepy Owl.
- For all the blogs Performed keyword research using Uber Suggest and Google Keyword Planner
- Used the SemRush Headline Generator to come up with ideas for headlines. Total Number of words 4000+

Created Instagram Content For the brand Pepperfry

- Used Canva to create the stories for engagement.
- Carousel post and Static post for lead generation.
- Wrote a 3 short Reel Script

Content Strategy for the brand Chumbak

- Performed Content Audit and Content Ideation.
- Created a Social Media Calendar in Notion

Copywriting & Secp Ads for the brands H&M , Nykaa

- Created Social Media Ads copy for H&M which includes Twitter And LinkedIn Posts by using Canva.
- Created two Secp Ads for the brand Nykaa.

2. Freelance Content Writer Duration: 2019 Dec to July 2023

3. Business Development Manager at S L Group Professional Services.

Duration: 2019 Dec to 2023 Feb

4. Senior AR Executive at Primera Medical Technologies. Duration:

June 2018 – Nov 2019)

5. AR Executive at AGS Health Care. Duration: 2017 Feb – 2018 March