



DIVIJAA PARTHIBAN

A DIGITAL AGENCY COPYWRITER
& EDITOR

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PROFILE

6+ years experienced Copywriter, Content & Creative Writer with abreast knowledge in various Industries; backed well by successful performance indicators.

I have written multiple SEO, marketing, sales and website copies for clients overseas and have helped in conversion. I, ultimately, help companies save money by mitigating turnover and increasing their sales, boosting revenue, and ROI. I'm passionate about writing and have extensive experience selling copies. Plus, I have a solid cache of what my target audience would expect to read.

Whether you're looking for short-form copywriting like banners and headlines, long copy for brochures, reports, and websites, or to develop creative content and communications strategy, I've got you covered.

PORTFOLIO: <https://divijaa37.wixsite.com/copyassist>

EXPERTISE

CONTENT WRITING

- Website Content
- Blog Writing [100% SEO compliant]
- MarCom: Conversion/Sales Copy
- Social Media Posts, Punchy Headlines, Product Descriptions, Storytelling
- Email Marketing Copy & Creative Copy
- Business/Sales Proposals, Book Summaries, Brochures, Magazines
- Testimonials, Playbook, News Articles, Press Releases and Reports
- Content Editing and Proofreading

SKILLS

- **Email Marketing** [Mailchimp, Campaign Monitor, Drip, Zoho Campaigns]
- **CMS:** Joomla + WordPress
- **Design Tools:** Adobe Photoshop + Canva
- Soft Skills Trainer & Voice Coach
- Project Management & Time Management
- Languages: English, Hindi, Kannana [Native], Tamil, French [Beginner]

TOOLS

- Google: Google My Business | Google Analytics | Google Search Console | Google Tag Manager | Google Drive
- Canva | Slack | Zoom | Basecamp | Invision | Trello | monday.com | SEMrush | Hootsuite | Keyword Planner & Instructor | Zoho | Freshworks | Gantt Charts | Podio | Wrike

EXPERIENCE

SEP 2013 -
PRESENT

- Freelance Copywriter, Content Writer, Editor, and Proofreader
 - 30+ recurring clients overseas
- Blogger & Editor-in-chief: QuartrInch, Velan Info, Upshotly, M2S Consulting, Talent Desi [India] - *Present*
- Social Media Management: Falooda Hut - *Present*
- Contractual Content Manager: Digital X, Legacy Global Wealth [Dubai]
 - Website, Blogs, MarCom, Email Marketing, Business Proposals
 - Social Media Management [Hootsuite]: Instagram, Facebook, LinkedIn, Twitter and YouTube
- Part-time Digital Marketer: Zuyyu.com, Falooda Hut, Minmegam Internet Services [India]
- Social Media Management: Instagram, Facebook, LinkedIn, Twitter
- Part-Time Blogger: Minveedu [Japan]
- Part-Time Blogger: Connect Resource [Dubai]
- On-need basis part-time Blogger: Sunset Safaris [Australia]

SOCIAL MEDIA
MANAGEMENT

- Create, schedule, analyze and engage with content, images, video for social media platforms: Facebook, Instagram, Twitter, LinkedIn and YouTube
- Developed relevant content topics to reach the company's target customers and generate leads

EDUCATION

- Bachelor of Science: Information Technology [2009 - 2012]
Dr. G R Damodaran College of Arts and Science
- Board Member
- Chief Editor of College's Magazine

By and large, I'd be your best bet because

- I'm a fast learner and an avid reader
- I'm a research ninja and I produce 100% original, plagiarism-free content
- I'm confident working independently, and don't want to or need to be micromanaged
- I'm punctual—deadlines are not options for me
- I'm proud of my work. I focus on creating articles that will rank #1 on Google and be read for years Nice-to-Haves
- I have written in the niches: #Website-agencies, #Creative-industries, #Marketing-agencies, #Engineers-&-Builders, #Real-estates, #Beauty, #Jewelry & Apparels, #Health-&-Fitness, #Manufacturers, #Education, #Food-caterers, #Start-ups, #Tech-companies, and #VC-Firms.