

SUMIT SINGH

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SUMMARY

Dynamic and Innovative Content Writer with 3+ years of experience across technology, SaaS, ed-tech, and finance industries. Skilled in crafting SEO-optimized content and compelling brand storytelling that captivates audiences, boosts engagement, and drives measurable conversions.

EDUCATION

M.A: English Lit.

Lovely Professional University | Punjab | Expected in Jun 2025

B.A: (Eng., Hindi, History)

Mahatma Gandhi Kashi Vidyapith | Varanasi | Jul 2022

EXPERIENCE

Associate Content Writer

Oriserve | Noida, India | Feb 2022-Current

- Authored and published 250+ SEO-driven articles/blog posts on Tech, SaaS, Gen-AI, and CX, engaging a B2B audience of 20,000+ with a keyword-focused content strategy
- Achieved a 4% stable engagement rate in just 5 months by growing an 8K+ LinkedIn audience through a tailored social media content strategy targeting C-suite executives
- Created 500+ unique social media posts, including carousels, video scripts, memes, and moment marketing campaigns, generating 20K+ monthly impressions
- Implemented SEO-centric blogging strategies, driving 10+ blogs to rank on the first page of search results, increasing website traffic and engagement significantly
- Played a pivotal role in rebranding efforts, ensuring brand storytelling aligned with company values, content quality, and market positioning
- Contributed to the successful launch and promotion of two flagship products on Product Hunt, boosting brand visibility

Content Writer, Freelance

Testbook | Gurgaon, India | Aug 2022-Dec 2022

- Delivered SEO-optimized articles/blog posts for competitive exams, reaching a monthly audience of 5 million students
- Managed and adhered to a detailed content calendar, successfully meeting 95% of all deadlines

Intern - Content Writer

PenVmedia | Mumbai, India | Oct 2021-Feb 2022

- Produced various forms of digital content, including blogs, brochures, video scripts, and social media posts, for industries such as travel, education, and entertainment
- Ensured high editorial standards by working closely with editors and designers to maintain quality control

SKILLS

- Search Engine Optimized Blogging
- Editing & Proofreading
- Content Marketing Strategy
- Effective Storytelling
- Website Copywriting
- Research Proficiency
- Data Analysis
- Script Writing
- Market Trend Adaptability
- CMS Expertise

TOOLS

- **Writing:** Google Workspace, Grammarly, Hemingway, Copyscape
- **SEO:** Ubersuggest, Ahrefs, Screaming Frog, Google Trends
- **CMS:** WordPress, HubSpot, Softr
- **Design:** Canva, Adobe Firefly, Premier Pro
- **Analytics:** Google Search Console, Google Analytics
- **Collaboration:** Slack, Zoom, Google Meet
- **AI Tools:** ChatGPT, Perplexity, Claude, Gemini, Playground, Midjourney, Microsoft Copilot

CERTIFICATIONS

- Neil Patel SEO-Unlocked
- Growth School SEO Fundamentals Workshop
- Creative Cult Video-Editing Cohort (2024)

LANGUAGES

Hindi: First Language

English: C2

Proficient (C2)

OTHER

- **Publications:** Co-Authored 'Silence in Chaos' (Best Book of 2020 by NE8x) & 'A Writer Was Born' (Amazon Bestseller)
- **Awards & Honors:** Ori 'Employee of the Month' - August 2023