

# ASWATHY AJAYKUMAR

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linkedin.com/in/aswathy-ajaykumar-content-writer/

## PROFESSIONAL EXPERIENCE

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**YESEN SUSTAIN**

**Senior Content Writer**

**Kochi, Kerala**

**2023-Present**

As a member of an internal digital marketing team, I oversaw the brand's visibility increase from a meagre 10% to 65% over time.

- 15% decrease in bounce rate on the company's website.
- 25% improvement in Click-Through Rate (CTR) on ad campaigns
- 30% increase in website traffic.
- Orchestrated and delegated content activities for a cross-functional team, optimising workflow and ensuring on-time delivery of key deliverables, resulting in a 20% increase in content output and improved team efficiency

**GoSCORE LEARNING**

**Senior Content Writer**

**Abbasiya, Kuwait**

**2023-Present**

Initiating the digital marketing initiatives of the Ed-Tech platform based in Kuwait as a member of a five-person internal team.

- Brainstorming with the team to set up the business's social media profiles on all three major platforms from scratch.
- Assisted the business not just with digital ad campaigns but also with offline campaigns.
- 35% improvement in Click-Through rate (CTR) on digital ad campaigns
- 15% increase in the number of leads generated through digital campaigns.
- Curated SEO-oriented long-form blogs that contributed to:  
35% growth in website traffic.  
10% reduction in the bounce rate on the company's website.

**SPIDERWORKS TECHNOLOGIES**

**Content Writer**

**Kochi, Kerala**

**2022-2023**

Liaised with 15 clients from different business verticals as part of this digital marketing agency.

- Enhanced the website content of different clients to help them get an elevated organic reach.
- Analysed the client's needs and curated content that matched the organic ranking of their pages.
- Blogs and articles are consistently placed in the first 10 positions in Google's organic ranking.

**Content Writer****2021-2022**

An EdTech company that deals with the International Baccalaureate syllabus was looking into setting up a LMS to endorse their subject-wise materials.

- Created an SEO base by writing the right form of SEO content and helping them rank in multiple cities all over India.
- Specifically dealt with a niche subject called "theory of knowledge." Researched to breadths and lengths to find the right subject that helps explain the subject to students in the best way possible.
- The website dedicated to theory of knowledge consistently ranked in the top 10 positions and also had 10% lesser bounce rate.
- Assisted students in their thesis and project submissions. Helped them thread their findings into a connected and concise final picture of their work.

**EDUCATION**

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- SACRED HEART COLLEGE - BACHELOR OF COMMERCE, 2012-2015, THEVARA, KOCHI
- BHAVANS ADARSHA VIDYALAYA- CLASS 12-2012, KAKKANAD, KOCHI
- BHAVANS ADARSHA VIDYALAYA - CLASS 10- 2010, KAKKANAD, KOCHI

**HARD SKILLS**

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- CREATIVE WRITING
- WORDPRESS
- SEO
- TECHNICAL WRITING
- WEB CONTENT WRITING
- COPYWRITING

**ADDITIONAL INFORMATION**

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- Technical Skills: WordPress and SEO
- Languages: Fluent in English; Conversational Proficiency in Malayalam and Hindi
- Certifications: South Eastern University, Louisiana - Certificate in PYP Teaching (International Baccalureate), 2020
- Writing that Sells, Terribly Tiny Tales, 2023