

ABHISHEK RAO

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Content Writer / Digital Marketeer

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Bengaluru, India



SUMMARY

I am a content writer with some experience in Digital Marketing. My Content Writing experience involves writing 1000-2000 words blogs on various diseases and the holistic treatments and supplements that can be provided to treat the disease. I am adept at Proofreading, Research, SEO and MS Office. My job includes the promotion of blogs online on various social media platforms like Facebook, Instagram, LinkedIn, etc.

EDUCATION

Sri Bhagawan Mahaveer Jain College

12th Standard
2012-2014

St. Joseph's College of Commerce

Coursework in Bachelor of Commerce
2014-2017

SKILLS

- Content Writing
- Digital Marketing
- SEO (Search Engine Optimization)
- MS Office
- Adobe Lightroom and Photoshop

CERTIFICATIONS

- Google Ads Search Certification 2023
- Google Ads Display Certification 2023
- Google Ads Video Certification 2023
- Google Ads Shopping Certification 2023
- Henry Harvin: Content Writing Course (07/2019 - 07/2019)
- Udemy: SEO 2022: Complete SEO Training + SEO for WordPress Websites, 04/2022
- Udemy: The Complete Digital Marketing Course - 12 Courses in 1, 08/2020
- Google Digital Garage: The Fundamentals of Digital Marketing, 07/2022

PROFESSIONAL EXPERIENCE

Content Writer

Ayurmegha | 2021 - Present

- Writing Content for the company's websites on various Diseases and Ayurvedic Products.
- Creating Doctor Profiles for Online Consultation.
- Editing existing content regarding Ayurvedic Products described by doctors to suit and relate to the company's objective and website.
- Participation in daily Virtual meetings for discussions regarding weekly targets, product descriptions, and coordination regarding various company activities.

LANGUAGES

- English (Full Professional Proficiency)
- Hindi (Professional Working Proficiency)
- Kannada (Limited Working Proficiency)
- Telugu (Limited Working Proficiency)

INTERESTS

- Nature and Wildlife Photography
- Blog Writing
- Reading Books
- Psychology
- Gardening

VOLUNTEER WORK

Listener at HearMe

- Volunteered to listen to people who required some support and speak to them if required.
- Have listened to over 200 people.
- Guide new listeners as to how the process works, conduct mock chats on how to listen and respond and guide them in the future if required.