

Abha Makkar

Senior Content Writer | SEO Specialist | Content Strategist | Social Media Copywriter

Contact Information:

- Phone: 9888920218
 - Email: abhamakkar03@gmail.com
 - LinkedIn: <https://www.linkedin.com/feed/>
 - Portfolio:
 - ❖ <https://drive.google.com/drive/folders/1myQQNAe0p9hoK4lvUEf6nX3n0Cjdtz-O?usp=sharing>
 - ❖ <https://docs.google.com/document/d/1nr7ySgrdjTjYtxW9Fnbv7X7Hok25jl7-ABt5TMaSiW4/edit>
-

About Abha Makkar:

I am a seasoned content and copywriter with nearly 6 years of diverse experience. My journey began with political and journalism writing and has evolved into corporate branding and beyond. This colorful, versatile, and successful path has allowed me to adapt and thrive in various writing domains.

My Work Experience

UTC Digital Technologies

Sr. Brand Associate

September 2023 – February 2024

A tech company that helps people buy and sell appliances

- **SEO Copywriting & Content Creation:**
 - Developed **high-quality, search-engine-optimized** content for websites, blogs, and digital assets to improve organic search visibility and drive traffic by 48%.
 - Delivered content tailored to both B2B and B2C audiences, ensuring targeted messaging across diverse customer bases.
- **Social Media & Influencer Marketing:**
 - Managed **social media content and influencer marketing campaigns** to enhance brand presence and engagement by **more than 200%**.
 - Crafted persuasive copy for **social media ads** and influencer collaborations.

- **Customer Lifecycle Management (CLM) & Push Notifications:**
 - Written compelling copy for CLM campaigns, including push notifications, emails, and in-app messages, to boost user engagement and **retention by 15%**.
 - Developed messaging strategies for both **B2C** and **B2B** customer journeys.
- **App & Brand Copy:**
 - Developed clear, user-friendly copy for the app and maintained brand voice across all touchpoints, including branding materials and marketing collateral for **D2C**, **B2B**, and **B2C** segments.
- **Ad Copy & Scriptwriting:**
 - Composed effective **ad copy for PPC** and online advertising formats.
 - Created scripts for videos, webinars, and multimedia content using strong storytelling techniques.
- **Content Strategy & Optimization:**
 - Collaborated with the marketing team to develop content strategies that align with **business goals and KPIs**.
 - Analyzed content performance using **data-driven insights** to optimize future strategies.
 - Optimized **on-page and technical SEO elements** to improve search rankings and user experience.
- **Platform Management & Tools:**
 - Managed content across **Quora**, Weebly, **WordPress**, and HubSpot and increased traffic by **100%**.
 - Utilized tools like SEMrush, Ahrefs, Moz, and Google Search Console for SEO and content performance monitoring.
- **Email Marketing:**
 - Designed and executed targeted email marketing campaigns, including **newsletters, promotional emails, and automated sequences** for both B2B and B2C audiences.
 - Crafted persuasive and engaging email copy to drive user action and enhance campaign **performance by 37%**.
 - Utilized data analytics to optimize email open rates, click-through rates, and overall campaign effectiveness.

- **Analytics & Trends:**
 - Monitored rankings, user behavior, and SEO trends to adapt strategies and maintain competitive advantage.
 - Leveraged AI tools to enhance content creation and efficiency.
- **Collaboration & Mentorship:**
 - Worked with designers, marketers, and other stakeholders to ensure cohesive content creation.
 - Mentored and managed interns, providing guidance to support their skill development and contributions.

Houzeo

Content Writer - Analyst

April 2022 – September 2023

A real estate tech company based out of the **United States**

- **Content Creation & Review:**
 - Refreshed **1,000+ original, search-engine-optimized blog posts** with updated data, correct grammar, and improved vocabulary.
 - **Reviewed** and ensured quality of content created by team members before re-publishing.
- **Strategy & Analysis:**
 - Collaborated with the **Analytics (DME) Team** to update content strategies based on **organic traffic and keyword performance**.
 - Contributed to developing and implementing **internal linking strategies** for real estate terms, generating significant website traffic.
 - Conducted research and analysis for **6+ clusters using SEMrush and Google Search Console**.
 - Participated in 6+ clusters, generating **600,000+ visits over a year**.
- **Create Engaging Content:**
 - Developed articles, blog posts, and resources for **sellers, buyers, and professionals**.
 - Achieved a **38%** increase in website engagement.

- **Data Analysis:**
 - Analyzed **market trends, transaction data**, and user behavior insights.
 - Boosted audience retention by **27%** through targeted content strategies.
- **SEO Content Writing:**
 - Optimized content with **metadata, title tags, meta descriptions**, and keywords.
 - Conducted keyword research and implemented **SEO best practices**.
 - Monitored metrics using **SEMrush, Ubersuggest, and Google Search Console**.
 - Achieved a 43% increase in organic traffic.
- **Tools Used:**
 - **Writing & Grammar:** Grammarly
 - **SEO Optimization:** Google Search Console, Yoast SEO, AnswerThePublic, Ubersuggest
 - **Plagiarism Check:** Duplichecker

SociaVas

Content Manager

January 2020 – April 2022

A full-service digital marketing agency

Joined as Content Writer, promoted to Content Manager in 7 months

- **SEO Copywriting & Content Creation:**
 - Developed **high-quality, search-engine-optimized content** for websites, blogs, and digital assets to boost organic search visibility and drive traffic.
 - Created engaging and shareable content for **social media** platforms, aligning with each **brand's tone** and strategic goals.
- **Social Media & Influencer Marketing:**
 - Managed **social media content and influencer marketing campaigns** to enhance brand presence and engagement across diverse sectors and industries.
 - Crafted persuasive copy for **social media ads** and influencer collaborations.
- **Customer Lifecycle Management (CLM) & Push Notifications:**

- Written compelling copy for **CLM campaigns**, including push notifications, emails, and **in-app messages** to increase user engagement and retention.

- **App & Brand Copy:**
 - Developed clear, user-friendly copy for various applications and maintained brand voice across all touchpoints, including branding materials and marketing collateral.

- **Political Campaigns & Advertising:**
 - Designed and executed content strategies for **political campaigns**, including speechwriting, ad copy, and promotional materials.
 - Developed targeted messaging for various **voter demographics**, leading to increased campaign visibility and engagement.

- **Content Strategy & Optimization:**
 - Collaborated with the marketing team to **develop content strategies** that align with business goals and KPIs.
 - Analyzed **content performance** using data-driven insights to optimize future strategies for **B2B** and **B2C** markets.
 - Optimized **on-page and technical SEO** elements to improve search rankings and user experience.

- **Platform Management & Tools:**
 - Managed content across **Quora**, Weebly, **WordPress**, and HubSpot.
 - Utilized tools such as **SEMrush**, and **Google Search Console** for SEO and content performance monitoring.

- **Email Marketing:**
 - Designed and executed targeted email marketing campaigns, including **newsletters, promotional emails, and automated sequences** for both B2B and D2C audiences
 - Crafted persuasive and engaging email copy to drive user action and enhance campaign **performance by 27%**.
 - Utilized data analytics to optimize email open rates, click-through rates, and overall campaign effectiveness.

- **Analytics & Trends:**

- **Monitored rankings, user behavior**, and SEO trends to adapt strategies and maintain a competitive advantage.
- Leveraged **AI tools** to enhance content creation and efficiency.
- **Collaboration & Mentorship:**
 - Worked with designers, marketers, and other stakeholders to ensure cohesive and **effective content creation**.
 - Mentored and **managed interns**, providing guidance to support their skill development and contributions.
- **Diverse Experience:**
 - Worked with various **national and international brands** for both B2B and B2C aspects across different content types, sectors, and industries.

Punjab Kesari

Content Writer

June 2018 – December 2019

A **leading Indian news website and newspaper** offering comprehensive coverage worldwide

In my previous role as a content writer executive at Punjab Kesari, I had the privilege of utilizing my passion for writing and storytelling to create captivating content that resonated with our diverse audiences. Let me share how I contributed to the success of Punjab Kesari and delivered valuable information to our readers.

- **Crafted Compelling Content:** During my tenure, I was responsible for creating engaging and informative content across various platforms. Through meticulous research and a deep understanding of our readers' preferences, I crafted articles, blog posts, and social media content that captivated and informed our audience, keeping them engaged and eager for more.
- **Engaged Audiences and Optimized for SEO:** I focused on creating content that resonated with our readers, driving audience engagement and interaction. By understanding our target audience's needs and preferences, I crafted content that sparked their interest.

- **Stayed Current with Industry Trends:** As a content writer executive, I stayed updated with the latest industry trends and news. By staying ahead of the curve, we remained a trusted source of information in the industry.
- **Collaboration and Cross-Functional Coordination:** Throughout my tenure, collaboration played a pivotal role in our success. I worked closely with the editorial team, graphic designers, and other stakeholders to ensure cohesive and visually appealing content.
- **Analyzed Performance Metrics:** To continuously improve our content strategy, I analyzed performance metrics such as engagement rates, readership, and feedback.
- **Utilized Creative Writing and Editing Skills:** As a content writer executive, I employed my creative writing skills to produce engaging and persuasive content.

It all began with a training period of 2 months, during which I showcase my skills and quick grasping potential. Recognizing my capabilities, I was hired by Punjab Kesari, becoming a valuable member of the team.

My Education Experience

- **Executive Certificate Program in Advanced Product & Brand Management**
Indian Institute of Management (IIM) Visakhapatnam
(September 2024 - January 2025)

Pursuing an advanced certification from IIM Visakhapatnam, ranked #26 among India's top business schools which will help in various ways.

- **In-depth Understanding of Brand Strategy:** This program will deepen my knowledge of brand communication, allowing me to create content that aligns with brand positioning and enhances messaging across platforms.
- **Consumer Behavior Insights:** By studying consumer behavior, I can develop compelling narratives that resonate with target audiences and drive better results for clients.
- **Market Analytics Skills:** The focus on analytics will help me critically assess content performance, refine strategies, and optimize campaigns for higher engagement and conversions.

- **Application of Agile Methodologies:** Learning Agile and Scrum will improve my project management skills, enabling effective collaboration with teams and quick adaptation to client needs.
- **New Product Development Strategies:** Insights into product development will allow me to write compelling copy for new launches, ensuring alignment with market trends.
- **Real-World Case Studies:** Engaging with case studies will provide practical insights to apply directly to my writing projects, enhancing my understanding of successful content strategies.
- **Networking Opportunities:** The program offers valuable networking opportunities, fostering collaborations and partnerships that can advance my career.
- **Enhanced Copywriting Skills:** Combining advanced brand management principles with practical applications will refine my copywriting, making my content more persuasive and effective.

Generative AI Premium - GrowthSchool

Pursuing generative AI courses to enhance content creation, automate workflows, and derive data-driven insights for business growth. Possessing comprehensive knowledge and gaining hands-on experience in the following areas:

- **Generative AI:** Expertise in using generative AI tools to create engaging content, optimize creative processes, and produce high-quality deliverables.
- **Prompt Engineering:** Skilled in crafting effective prompts that maximize AI model performance and yield targeted content responses.
- **Automation Solutions:** Proficient in implementing AI-driven automation strategies to improve productivity and streamline operations.
- **Data Analytics:** Capable of utilizing advanced AI techniques to analyze data, extract valuable insights, and inform strategic marketing decisions.
- **Growth Hacking:** Knowledgeable in innovative strategies to drive audience engagement, increase brand visibility, and achieve measurable results.

Dedicated to utilizing AI technologies to enhance workflow efficiency, elevate content quality, and contribute to the overall success of marketing initiatives. Eager to bring a unique blend of creativity and technical expertise to dynamic teams looking to innovate in the digital landscape.

- **Master's in Multimedia and Web Technology**
HMV College, GNDU
90%

Acquired advanced skills in multimedia design, web technology, and digital content creation, which enhanced my ability to develop engaging and technically proficient content across various digital platforms.

- Bachelor's in Journalism and Mass Communication
Doaba College, GNDU
70%

Gained a solid foundation in journalism, media studies, and communication strategies, equipping me with essential skills for effective content creation, editing, and media relations.

- 12th Grade – Arts/Humanities
80%

Fostered a deep understanding of humanities, which has been instrumental in creating compelling narratives and diverse content tailored to various audience segments.

- Matriculation
9 CGPA

Established a strong academic foundation that supports analytical and critical thinking skills.

Tools and Technologies

1. **Chat GPT:** Utilizes advanced AI language models to generate high-quality content and enhance writing efficiency.
2. **Copilot:** Leverages AI-powered coding assistance to streamline content development and improve project workflows.
3. **Fireflies.ai:** Employs AI-driven meeting transcription and note-taking tools to enhance collaboration and content documentation.
4. **Humata:** Implements AI tools for automated content generation and optimization, increasing engagement and reach.
5. **Merlin:** Integrates AI writing assistants to enhance content quality and productivity across various writing projects.
6. **Claude:** Utilizes AI models for creative content ideation and development, driving innovation in copywriting strategies.
7. **WriteSonic:** Employs AI-powered writing tools to quickly produce compelling marketing copy and blog content.
8. **Numerous AI:** Leverages data-driven AI solutions for content strategy and audience analysis, improving targeting and engagement.
9. **Supergrow:** Utilizes AI for social media management and growth strategies, increasing brand visibility and follower engagement.
10. **Simplified AI:** Integrates AI-driven design and content creation tools to streamline workflows and enhance visual storytelling.

11. **Framer:** Uses Framer to create interactive prototypes and designs, enhancing user experience in content presentation.
12. **SocialSonic:** Employs AI tools for social media analytics and content scheduling, optimizing engagement strategies.
13. **Perplexity:** Leverages AI for concise information retrieval and research assistance, enhancing content accuracy and relevance.
14. **HeyGen:** Uses AI-generated video content creation tools to produce engaging marketing materials and personalized messages.
15. **AdSense:** Utilizes Google AdSense to monetize content through targeted advertising, optimizing revenue generation.
16. **HubSpot:** Leverages HubSpot for inbound marketing, CRM, and content management, streamlining marketing efforts.
17. **Google Search Console (GSC):** Employs GSC to monitor website performance and optimize SEO strategies for better visibility.
18. **Google Analytics:** Utilizes analytics tools to track user behavior and engagement metrics, informing content strategy and improvement.
19. **SEMrush:** Leverages SEMrush for competitive analysis and keyword research, enhancing content optimization and SEO strategy.
20. **Ubersuggest:** Uses Ubersuggest for keyword suggestions and SEO analysis, improving content visibility and ranking.
21. **Yoast SEO:** Implements Yoast SEO for on-page optimization, ensuring content adheres to best SEO practices.
22. **AnswerThePublic:** Leverages AnswerThePublic for content ideation by uncovering audience questions and search trends.

● Certificate in Psychology

Fobet

Developed an understanding of consumer and market psychology, aiding in crafting content that resonates with target audiences and enhances engagement.

● Certificate in Data Analysis

DataHandsOn

Equipped with practical skills in data analysis, helping to make informed decisions and develop data-driven content strategies based on market trends and user behavior insights.

Availability

I am open to discussing how my skills and experience align with your needs. Please feel free to contact me to schedule an interview or discuss potential opportunities.

Professional Summary

Dynamic and results-driven Senior Content and Copy Writer with over 6 years of experience in content creation, SEO, and content strategy across diverse industries, including political campaigns and corporate branding. Proven expertise in developing high-quality, engaging content that drives traffic and enhances user engagement. Skilled in utilizing advanced SEO tools and data analysis to optimize content performance and achieve strategic goals. Adept at collaborating with cross-functional teams, mentoring junior staff, and staying current with industry trends to deliver exceptional results.