

Samujwala C

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Summary

Being creative content writer with eight years of experience, I thrive in publishing content for social media marketing and blogs complying SEO guidelines. Proficient in deploying tools such as Adobe Analytics, SEO Clarity, and Google Analytics to optimize and update content for increasing traffic and drive engagement.

Key Skills

Content Writing – managing the team and editing copies

Training new employees & Team Management

Blog Writing, Marketing Copies, and SEO

Managing Weekly Business Reports

Proficient in Adobe Analytics & WordPress

Achievements

Was part of Product Description Project with Taxonomy team to create new nomenclature and valid attributes. This saw a significant increase in product view by 56%.

Part of on going UAT project for increased visibility of buying guides and how-to blogs.

Received the RASHTRAPATI AWARD for service in Bharat Scouts & Guides.

Won prizes in Pitching & Ad Critic in inter-college competitions.

Education

M.A in Mass Communication
from St Joseph's College (2015)

Bachelor of Arts in English Literature, Psychology,
and Journalism from Kristu Jayanti College (2013)

Pre-University from Sindhi College in PCMB (2010)

Profile

Lowe's (Feb 2024 – Present)

- . Writing merchandising, promotional, event, informational content, and editorial task.
- . Responsible for training junior copywriters and copy editing for the team.
- . Create and manage training development documentation, conduct team training, and aid new hires in training process.
- . Part of UAT project for ChatGPT for buying guides and how-to blogs – build strategy with SEO clarity based on sale conversions, seasonal trends, and categories.

JCPenney (Feb 2020 - Present)

Content Writer

(Contract from Feb and July was taken full-time employee)

- . Collaborating with marketing & campaign team to build blog strategy based on Adobe analytics, sale conversions, holiday themes and season trends.
- . Developing engaging lifestyle blogs, buying guides and educational blogs based on latest trends and customer queries.
- . Developing SEO content while analyzing keywords with higher search volume.
- . Creating SOPs for Product description pages, collaborating with the Buying Team to procure information and assessing the copies once published.

Links

<https://www.jcpenny.com/style/impower-by-prabal-gurung-for-jcpenny/>

<https://www.jcpenny.com/style/make-a-fa-la-la-lasting-impression-with-amazing-christmas-mantel-decor-ideas/>

<https://www.jcpenny.com/style/3-secrets-for-a-jolly-good-holiday-party/>

Rizort (November 2017 - January 2019)

Senior content analyst

- . Creating destination and website content to inspire travelers.
- . Develop marketing content – PR, Social Media captions and copies.
- . Driving content strategy based on travelers' intent while planning and executing destination launch as per the business requirements.
- . Creating digital content for virtual-reality based product – Rizort VR.

abof.com (Aditya Birla) (April 2017 – November 2017)

Fashion Content Writer

- . Developing marketing & fashion content and maintaining website hygiene.

Ajjo (Reliance) (December 2015 - April 2017)

Fashion Content Writer

- . Developing engaging fashion content.
- . SPOC for vendor sheets & queries.
- . SEO copies for landing pages.