

# MYTHILY MUTHUKUMAR

## CONTENT WRITER/COPYWRITER

### PROFILE

Versatile content writer with strong proficiency in researching, writing, and editing diverse content. Demonstrates ability to work independently, producing engaging, authoritative, and error-free work with minimal input. Highly autonomous professional excelling in remote environments, while also maintaining excellent communication skills. Possesses exceptional multitasking and organizational abilities, along with strong verbal and written communication skills.

Expertise includes crafting content on a wide range of topics for various media platforms. Bringing seven years of valuable writing experience to deliver high-quality results.

### CONTACT

**PHONE:**  
+918610947579

I can provide writing samples upon request

**EMAIL:**  
mythilimuthukumar@yahoo.com

### EDUCATION

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**GRD Institute of Management**  
June 2012 – May 2014

#### Masters in Business Administration

During my MBA, I conducted extensive research on the topic 'Influence of social media in B2B marketing in the IT industry' and submitted a project to SGS Technologie. My suggestions were employed in their organization's marketing initiatives and have been garnering promising results.

Passed with an outstanding grade – 86%

**Nirmala College for Women**  
June 2008 – May 2011

#### Bachelors in Commerce

Achieved first-class honors.

Passed IELTS exam with a band 8.5 score.

### WORK EXPERIENCE

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**Dual Investcore - Freelance Content Writer**  
December 2015 – Present

I'm a freelance content writer, and I create articles, blogs, and landing page content for businesses in the US and Canada. Typically, I write about 5 to 6 articles a day, each around 500 words. My articles include all the right keywords—search intent, LSI, title tags, and meta tags—helping my clients perform well in search engines. I enjoy digging into research and really getting to know a topic to make my writing as effective as possible. So far, I've written over 2,000 articles for various industries, including legal, healthcare, rehab, food and beverages, and construction. I aim to produce content that not only helps with SEO but also connects with readers.

**SGS Technologie – Technical Writer**  
December 2013 – October 2015

- As a Technical Writer, I develop new IT service initiatives with the help of our software development, SEO, mobile application and designing teams. I was also responsible for

developing proposals for companies and Government agencies in the United States for their IT Needs.

- My Responsibilities include,
- Writing, Drafting and Designing response proposal documents for RFPs, RFIs and RFQs
- Conduct meetings with the software development teams to conduct feasibility study for projects and evaluate price, time required, cost effectiveness, resource availability, etc
- Edit and proof read SRS documents, User Manuals, Marketing brochures and pamphlets, content for company website and social media platforms
- Create online surveys for clients and customers to understand their experience with the company and our product and ensure that the client feedback is properly communicated to the concerned team and management for improved performance on future projects
- Create Functional Design Specification and Business Requirement Specification documents
- Create user manual, business process flow diagrams, software requirement specification documents and get them approved by client
- Develop both drafts and final versions using custom designed templates, coordinate and collate documents from different team members and adhere to scheduled deadlines
- Effectively communicate with clients to gain commitment to purchase
- Effectively communicate with clients via telephone, face-to-face and written communication
- Overcome client resistance/objections to IT Services
- Be able to match appropriate IT Services to clients' requirements.
- Handle email correspondence related to selling solutions
- Provide administrative support to the presales/bid teams in acquiring new businesses
- Maintain regular and cordial relationships with old and existing clients, and build healthy relationships with new clients
- Work closely with other teams at SGS to develop coordinated account strategy where appropriate
- Design marketing emails, flyers, brochures, pamphlets for becoming an approved IT Vendor for both Govt. as well as private companies in the US
- As Technical Writer, I also worked closely with the business development team to develop effective and compelling creative content for RFP's, RFI's to win new business projects. I also individually managed and wrote tech blogs for the company website during my time with them.

**KGISL - Advanced Researcher**

May 2011 – May 2012

- Conduct extensive online research to source the contact details (phone number and email) of the decision makers of fortune 500 companies.

## **SKILLS**

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- Creative writing
- Effective Communication Skills
- Excellency in Grammar and Punctuation
- Strong Research Skills
- Adaptability to Different Tones and Styles
- Understanding of On-Page SEO Principles
- Storytelling Skill
- Attention to Detail.