

DANESH RAMUTHI

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Johor, Malaysia.

PROFILE

SEO Content Writer with 2 years of demonstrated experience in creating high-quality, compelling and engaging content for various industries in various formats, including blogs, website copies, social media copies, email newsletters, and posters

Professional in using on-page & off-page optimization techniques to drive organic traffic and improve search engine rankings.

EDUCATION

University Of Technology Petronas (UTP), Perak, Malaysia
Bachelor of Science (Hons) Petroleum Geoscience

2017-2020
CGPA: 3.37

WORK EXPERIENCE

Self-Employed

October 2020–Present

Freelance Content Writer

- Produce SEO optimized blog posts that rank on the 1st page of Google's Search Engine by on-page and off-page SEO techniques to drive organic traffic and lead to the client's website.
- Create compelling content titles and meta tags.
- Develop error free and on-brand eCommerce copy, landing pages, blog articles, thought leadership pieces informational guides, outbound customer communications, social media posts, print media, and email newsletters, for B2B & B2C clients to educate consumers and businesses and to drive traffic and leads to their websites.
- Brainstorm new content ideas across various platforms.
- Edited & Proofread content for grammatical errors and to improve flow and readability.
- **Key Achievements:**
 - Boosted website traffic organically by 200% for a client by publishing a series of niche relevant blog posts that are optimized for SEO.
 - Increased Social Media engagement by 60% for a client through the creation of compelling and shareable social media content.
 - Ranked several blog posts on the 1st page of Google for a website with 0 Domain Authority without hundreds of Backlinks.
- **Key Skills:** *Wordpress, SEMrush, Editorial Workflow, Google Search Console, SEO, Digital Marketing, Proofreading, Google Analytics, Surfer SEO, Social Media, Copywriting, Research & Collaboration.*

Self-Employed

January 2022–Present

Freelance Content Strategist

- Developed comprehensive content strategies for various clients, including creating buyer personas, conducting content audits, and outlining editorial calendars.
- Collaborated with cross-functional teams, including writers, designers, and social media managers, to execute content strategies that aligned with the clients' goals and brand voice.
- Create compelling content titles and meta tags.
- Tracked and analyzed KPIs such as website traffic, engagement, and conversions for multiple clients, which helped to refine the content strategy and achieve better results.
- Utilized tools such as Google Analytics and social media analytics to measure the performance of content and make data-driven decisions for optimization.
- Conducted market research and analyzed industry trends to ensure that the content strategy aligns with the clients' target audience and goals.
- Contribute to design or research process, tool, or methodology improvements to enhance quality and alignment to business and development workflows.
- **Key Achievements:**
 - Worked closely with a digital marketing agency to develop and implement a successful content marketing campaign that resulted in a 30% increase in conversions.

- Conducted a content audit for a B2B client, which led to a 25% increase in lead generation.
- Boosted website traffic organically by 200% for a client by publishing a series of niche relevant blog posts that are optimized for SEO.
- **Key Skills:** *Wordpress, Canva, Editorial Workflow, Google Search Console, BuzzSumo, Airtable, Proofreading, Google Analytics, HubSpot, Trello, Copywriting, Canva*

Self Employed - Johor, Malaysia

February 2022–Present

Freelance Content Manager

- Managed content creation and publication for various clients, including overseeing a team of writers, editors, and designers.
- Developed and implemented content strategies that aligned with the clients' goals and target audience.
- Lead the distribution and promotion of content across various channels, including social media, email, and paid advertising.
- Conducted regular content audits and performance analysis to measure the effectiveness of the content and make data-driven decisions for optimization.
- **Key Achievements:**
 - Successfully managed a team of writers and designers to create a comprehensive content marketing campaign that led to a 250% increase in website traffic for a client.
 - Conducted a content audit for a B2B client, which led to a 25% increase in lead generation.
- Coordinated the creation and distribution of a weekly newsletter that led to a 20% increase in email subscribers for a non-profit organization.
- **Key Skills:** *Wordpress, Canva, Editorial Workflow, Google Search Console, Zapier SEMRush, HTML, Google Analytics, HubSpot, Trello, Copywriting, Canva, Quora, Reddit, LinkedIn, Twitter*

Self Employed - Johor, Malaysia

February 2022–Present

Freelance Content Editor

- Optimize content written by other writers for SEO to rank higher on Google.
- Edited a wide range of content, including blog posts, articles, social media posts, web copy, email newsletters, and video to ensure accuracy and credibility of content.
- Developed and maintained a style guide for each client, ensuring consistency in spelling, grammar, and punctuation.
- **Key Skills:** *Wordpress, Canva, Editorial Workflow, Grammarly, Hemingwayapp, SurferSEO*

Asia Metropolitan University - Johor, Malaysia

May 2021–August 2021

Content Writer

- Developed an Online Library for the students in the pandemic era exclusively in Microsoft SharePoint with 1000+ books organized into 10+ categories arranged in a simple interface which boosted user engagements by 57% on the websites and on-site.
- Proofread, edited, and compiled Registry Department's policies for misspellings, grammatical errors and inconsistencies to produce accurate content in compliance with the instructed writing style.
- Designed 20+ informative and compelling posters for events planned by the Library department, tailored to the event's content and audience.
- Wrote & published over 20 high-quality newsletters, bulletins, and articles by summarizing complex technical information into easy-to-understand copy using SEO techniques with attention-grabbing headlines and teasers to ensure a high engagement level and capture the delivered contents within the framework of aggressive deadlines.
- Collaborated with the marketing department to create social media campaigns & strategies and prepared reports on the success stories of other libraries to identify insights and recommendations to improve customer experience.
- **Key Skills:** *Content Writing, Adobe Illustrator, Editing, Content Creation, SEO, Microsoft Office, Canva Proofreading, Microsoft Office, Social Media, Written & Verbal Communication, Interpersonal*