**VIDHYA V N**

**Summary:**

I have more than 6.5 years of total experience in Content Writing and Alt Text writing. I prefer making a permanent career in content writing and grow with the Organization.

**Educational Details:**

* B.Sc. Computer Technology from Coimbatore Institute of Technology(First Class with Distinction), Coimbatore (April 2000)
* Passed Praveen in Hindi from Dakshin Bharath Hindi Prachar Sabha, Trichy, India

**Professional Experience:**

**Company: Lemon Peak Marketing Services Private Limited**

**Duration: April 2019 to August 2019**

**Role: Content Writer (full time on the roles of the company)**

**Responsibilities:**

* Writing content for SEO based blogs, creative articles, and website content as part of their digital marketing team
* Writing general blogs, articles, and reviews for their review websites and marketing team
* Writing contents for home/landing pages of websites as per the layouts and designs when required
* Writing short descriptions for the services provided by the company as and when required
* Writing meta descriptions for the web pages
* Writing widget/banner contents
* Providing content info-graphics design
* Providing captions for advertisements

**Company: Spi Global, Chennai**

**Duration: From September 2017 to February 2018**

**Role: Executive - Alt Text Writing (full time on the roles of the company)**

**Responsibilities:**

* Writing Alternate Text for the images in books related to higher studies to facilitate the visually challenged people in learning subjects including but not limited to Computer Science, Physics, Life Science, Math, Architecture, and Humanities.
* Providing Training to the juniors in Alt Text writing
* Leading the team for few projects

**Company: Lumina Datamatics Private Limited**

**Duration: September 2015 to September 2017**

**Role: Freelance Content Writer - Content Development and Alt Text Writing**

* Creating Writing - Writing product descriptions for online portals (Pepperfry)
* Writing articles
* Writing alternate text for images in books related to higher studies to facilitate the visually challenged people in learning subjects like Computer Science, biology, nutrition, astronomy, physics, chemistry, social science, etc.

**Company: HTC Global Services India Pvt. Ltd., Chennai**

**Duration: August 2013 to August 2014**

**Role: Resume Writer (full time on the roles of the company)**

**Department: Resource Management**

**Responsibilities:**

* Formatting and writing resumes based on various client formats including US, Malaysia, Singapore, Australia, and other formats followed in the company for the requirements
* Interacting with the IT teams to get the information for putting them into resumes while preparing resumes for various projects
* Providing resumes as per the requirements for the proposals and future projects from the database
* Involved in Content Development activities when required

**Duration: Since August 2010 to August 2013**

**Role: Freelance Content Writer**

Worked as a freelance content writer with IKAV Technologies, Chennai, in one of their teams, delivering SEO based articles and blogs on a day-to-day basis

Worked with Icetraxmedia as content writer with work from home option

Worked with Easypolicy.com and few other companies for their projects as freelance content writer with work from home option

Worked with India Parenting as freelance content writer

**Responsibilities:**

* Writing unique SEO friendly articles for various websites
* Writing blogs on varied subjects including but not limited to education, technology, real estate, insurance, entertainment, child care and parenting, health care, lifestyle, telecom, etc.
* Writing contents for banners, ads, and web pages
* Writing product descriptions and reviews and contributing content to the ecommerce sites
* Writing article and product reviews

**Personal Details:**

**DOB:** 4.10.1979

**Marital Status:** Married

**Permanent Address:**

Plot No: 1319-A, 17 th Main Road,

Ram Nagar South Extension, Door No: A3, First Floor, “Sai Aravinda”,

Madipakkam, Chennai-600091.

**Present Address or Address for Communication:**

D. No: 17/4, Flat C5, D.N. Surya Apartments,

Karpaga Vinayagar Koil Street,

East Tambaram,

Chennai -600059.

**Mobile:** 9840477159

**Email id:** vidhrajagopal@gmail.com