

V.N. Vidhya

vidhrajagopal@gmail.com | 9025110158 | linkedin.com/in/vidhyavn | Chennai

Professional Summary

Content and Copywriting Specialist with 5.5 years of professional experience in creating marketing content across diverse sectors including healthcare, IT, education, HR, and telecom. Skilled in optimizing content for SEO to drive organic traffic, copywriting, and technical content. Known for delivering clear, impactful, and engaging content that supports branding, user experience, and business goals. Looking for a permanent role offering career stability and growth. Open to opportunities within content domains as well as beyond, where I can leverage my skills and experience effectively.

Core Skills

- Web Content Writing
- Social Media Content
- User manual writing
- Brochures, Flyers, other Marketing Content & Case Studies
- Creative / Copywriting
- Team Collaboration & Training

Professional Experience

Consultant – Senior Content Writer | Vinayaka Mission's Research Foundation, Chennai | Oct 2022 – Dec 2023

- Developed web content, blogs, articles, flyers, brochures, video content, and social media content for Medditour (healthcare & medical tourism platform of the company).
- Updated event and blog content using WordPress on the site.
- Contributed to business case studies and proposals for healthcare and university initiatives.

Senior Content Writer | t_steps | Dec 2019 – Aug 2020

- Created SEO-based articles, blogs, social-media content, and user manuals for HR Tech and e-learning products.
- Produced microcopy (UI texts, menu captions) to improve product usability.
- Delivered marketing collateral for B2B & B2C platforms.

Content Writer | LemonPeak Marketing Pvt Ltd | Apr 2019 – Aug 2019

- Produced SEO-driven blogs, product descriptions, and creative content for the US-based telecom clients in the US like AT&T, Comcast, Verizon, T-Mobile, etc.

Alt Text Writer | Spi Global | Sep 2017 – Feb 2018

- Authored alternative text descriptions for STEM educational publishing clients (Pearson, Cengage) to enable higher education for visually challenged.
- Trained and mentored team members, leading alt-text projects.

Freelance Content Writer | Lumina Datamatics | Sep 2015 – Sep 2017

- Delivered product descriptions for Pepperfry (home décor project) and alt-text for higher education books in the e-publishing industry (Pearson and Cengage).

Resume Writer | HTC Global Services | Aug 2013 – Aug 2014

- Prepared customized IT resumes across regions (US, Singapore, Malaysia).
- Supported ad-hoc corporate documentation needs.

Education

B.Sc. Computer Technology | Coimbatore Institute of Technology, Coimbatore | Apr 2000

First Class with Distinction | Rank: 11

Strengths

- Strong adaptability across industries
- Clear, audience-focused writing style
- Mature, reliable, and detail-oriented