

Simran Chandra

SEO Content Specialist

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CAREER SUMMARY

An SEO content specialist capable of distilling complex stories visually to interpret them for external audiences. Specializes developing original graphic content to position, distinguish, and illustrate innovative project work of talented professionals

PROFESSIONAL EXPERIENCE

White Label Resell, Business Administrator ✍

May 2021 – Present | Los Angeles

- Responsible for the creation of text content for the agency, acting as the “last eyes” on these write-ups with a proofreading specialist to create user-friendly blogs. Craft raw ideas into compelling messages and synthesize complex information into cohesive presentations and other deliverables.
- Developed multiple metas into a library of assets from 10+ web-building projects to help create an AI capable of mass producing spinned, un plagiarized content. Collaborate with internal stakeholders to evaluate opportunities to improve the operations and workflows.

Link Building Blogs, Content Manager ✍

May 2021 – Present | Los Angeles

- Design collateral for interactive presentations and web-based use or experience creating micro-sites. Manage complex content moderation outsourcing programs and a team of internal support staff and monitor performance and drive accountability with outsourcer service.
- Acted as liaison for all content-related in the agency. Met with the Administrators and Project Managers multiple times to discuss, assess and review. Led the creation and maintenance of a 20+ team of writers leveraged to create content for websites, reviewing and managing the team.

SEO SKILLS

- Analytics
- Keyword Research
- On-page SEO
- Off-page SEO
- Content Writing
- Proofreading

INTERESTS

Content Creation ✍

Launched a Youtube Channel strong of ~300 subscribers aimed to appeal with literature

CERTIFICATES

National Eligibility Test –
University Grants Commission
(2020)

Certified Language Teacher -
Marico Limited (2019)

EDUCATION

Master of Arts - MA, Literature,
University of Lucknow ✍
2019 – 2021 | Uttar Pradesh

Bachelor of Arts - BA, English Literature,
University of Lucknow ✍
2016 – 2019 | Uttar Pradesh