**MYITHILY MUTHUKUMAR**

Copywriter | Content Strategist

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**PROFESSIONAL SUMMARY**

* Results-driven copywriter with 7+ years of experience in crafting persuasive, high-converting content across industries.
* Specialized in creating engaging blog posts, website copy, sales pages, and email campaigns that drive brand engagement and conversions.
* Proven expertise in SEO content writing, storytelling, and audience-focused content strategy.
* Written 4000+ content pieces across finance, healthcare, technology, lifestyle, and e-commerce.
* Optimized content that increased organic traffic by 30%+.
* Experienced in remote collaboration with US-based clients across EST & PST time zones.

**SKILLS & TOOLS**

* Copywriting: Website Copy, Sales Pages, Email Sequences, Product Descriptions
* SEO Content Strategy: Keyword Research, On-Page Optimization, SEMRUSH, Google Analytics
* Blogging & Long-Form Content Creation
* Persuasive & Conversion-Driven Writing
* Technical & Research Writing: RFPs, RFIs, Whitepapers
* Content Management: WordPress, Google Docs

**PROFESSIONAL EXPERIENCE**

**Freelance Copywriter (Dec 2015 – Dec 2022)**

* Wrote 4000+ blog articles, website copy, landing pages, and email campaigns for global brands.
* Created persuasive sales pages and product descriptions that improved conversion rates for e-commerce clients.
* Developed SEO-driven blog content that increased website traffic.
* Collaborated with marketing teams to align content with brand messaging and audience engagement strategies.

**Technical Writer – SGS Technologie (Dec 2013 – Oct 2015)**

* Developed RFPs, RFIs, and RFQs for government and private-sector IT proposals.
* Created user manuals, functional specs, and business requirement documents (BRDs).
* Wrote brochures, whitepapers, and website content for business development.

**Advanced Researcher – KGISL (May 2011 – May 2012)**

* Conducted in-depth research to source decision-maker contacts for Fortune 500 companies.

**EDUCATION & CERTIFICATIONS**

* University of California, Davis (Jan 2025)  
  - The Strategy Of Content Marketing
* GRD Institute of Management (June 2012 – May 2014)  
  - MBA | 86%  
  - Research on B2B Social Media Marketing.
* Nirmala College for Women (June 2008 – May 2011)  
  - Bachelor of Commerce | First-Class Honors
* Beginner SEO with Semrush (Semrush Academy) – Expires April 2026
* IELTS Band 8.5 – Advanced English Proficiency
* SEO Writing Masterclass by Surfer SEO

**ADDITIONAL INFORMATION**

* Available for remote work in EST & PST time zones.
* Strong familiarity with US marketing trends and SEO best practices.
* Portfolio & writing samples available upon request.