



DENISSHA DURRGA U. YOGENDREN

SEO CONTENT & COPYWRITER

PROFILE

As an experienced content and copywriter with over 4-years of industry expertise, I have successfully helped businesses create unique and distinctive brand voices. With a proven track record in crafting compelling content that resonates with target audiences, I have helped promote brand loyalty and increase sales. My versatile writing skills have been applied across various industries, delivering consistent results. I am committed to delivering high-quality content that speaks seamlessly throughout a business, driving its success.

EDUCATION

Monash University Malaysia • 2019

BACHELOR DEGREE IN ARTS AND SOCIAL SCIENCE

- Major in Communications
- Major in Global Studies
- Minor in Film Studies

KDU University College • 2015

FOUNDATION IN ARTS

CERTIFICATIONS

Google Search Certifications

Ads Search (2021)

Shopping Ads Search (2021)

SEMRUSH Academy Certifications

SEO Fundamentals (2021)

Backlink Management (2021)

Keyword Search (2021)

SKILLS

Writing

Editor (Blogs)

Canva

SEO Blog/Copywriting

Technical SEO

Content Planning



WORK EXPERIENCE

TMRW (Digital Agency) • 2023

CONTRACT COPYWRITER

- Worked closely with multiple departments to develop comprehensive creative concepts, headlines and other essential copy for digital campaigns.
- Produced monthly social media content and captions for multiple brands across various platforms.
- Collaborated with the lead copywriter to create digital advertisements and Electronic Direct Mail copy for international companies.

Mass Rapid Transit Corporation Sdn Bhd, "MRT" (Transportation Service Corporation) • 2022

FREELANCE COPYWRITER

- Developed industry-specific research into easily accessible information for public consumption, focusing on simplifying complex concepts.
- Performed additional research as required to ensure a clear and concise presentation of information.

Ansell (Health and Safety Consumer Goods Corporation) • 2022

CONTRACT SEO COPYWRITER

- Conducted comprehensive keyword research for individual products, utilising thousands of keywords to identify optimal words and terms.
- Implemented daily optimisation of product pages, including new positioning statements, details and descriptions, leveraging selected SEO keywords for improved search engine visibility.
- Took ownership of updating and publishing newly optimised product pages onto Sitecore content management system (CMS) after obtaining necessary approvals.

Recommend.My (Home Services Platform) • 2021

FREELANCE CONTENT WRITER

- Produced weekly articles in the home improvement and interior design niche, utilising research and content briefs as references.
- Conducted interviews with interior designers to obtain valuable insights and expert opinions for content creation.

WORK EXPERIENCE

GRIT Search (Digital Recruitment Agency) • 2021

CONTRACT COPYWRITER

- Created website copy, including landing pages for business products/services, to effectively communicate the brand's message.
- Crafted persuasive ad copy for social media platforms Facebook and Instagram, driving engagement and conversion.
- Generated engaging copy for the brand's social media platforms (Facebook, Instagram, LinkedIn, Twitter), aligning with brand voice and enhancing online presence.
- Conducted research and authored CV and resume templates tailored for tech and digital professionals, providing valuable resources for job seekers.
- Authored articles on trending industry topics, aligning with brand voice and tone, to showcase expertise and provide informative content to the target audience.

Beauty Closet SG (E-commerce) • 2021

COPYWRITER | SOCIAL MEDIA CONTENT & COPYWRITER

- Developed SEO-focused copy for product pages, optimising content to enhance search engine visibility.
- Generated monthly batch content for Instagram, including creative ideas and compelling copywriting to enhance brand presence on the platform.

The Sidekick (Digital Agency) • 2021

DIGITAL MARKETING (SEO SPECIALIST) AND CONTENT WRITER

- Conducted comprehensive research and gathered data on best practices for maintaining and improving SEO during the client's website migration.
- Developed SEO-focused content for product pages, optimising copy to improve search engine visibility and drive organic traffic.
- Conducted SEO keyword research for upcoming blog posts and e-commerce page rankings, identifying optimal keywords for search engine optimisation.
- Created topic clusters and generated ideas for the brand's upcoming blog posts, ensuring content relevance and alignment with SEO strategy.
- Strategised and planned monthly content for a client's Facebook page, including scheduling posts and managing the content calendar to drive engagement and achieve social media goals.

WORK EXPERIENCE

Team Cloud Source (Digital Agency) • 2021

FREELANCE SOCIAL MEDIA CONTENT & COPYWRITER

- Produced monthly batch content for Instagram, including generating creative ideas and engaging copywriting, for multiple clients across diverse industries.
- Crafted compelling copy for the brand's Google ads, aligning with marketing objectives and optimising ad performance.

Times Media (Digital Agency) • 2020

FREELANCE ACADEMIC WRITER

- Developed COVID-19 sections for 12 modules, tailoring content to align with the topic of each module, as part of the ASEAN Football Federation project.
- Conducted comprehensive research to gather all necessary additional information for creating downloadable links, ensuring seamless access to relevant resources.
- Created and developed 15 downloadable templates per module, providing valuable resources to support learning and engagement within the ASEAN Football Federation project.

Millefleur Skin (Beauty Brand) • 2020

FREELANCE COPYWRITER

- Crafted the "Our Story" and "Mission Statement" sections with a clear and compelling message that reflected the brand's voice and conveyed its ideas effectively.
- Developed engaging and informative product descriptions, including a 'how to use' section, to highlight the features and benefits of the products.
- Created a comprehensive Dropship Agreement template, outlining terms and conditions for successful business partnerships.
- Prepared a compelling speech for the brand's founder to introduce the brand at the launch event, capturing the essence of the brand's vision and mission.

CURLrinting (E-commerce) • 2020

FREELANCE WRITER

- Assigned the responsibility to create the brand's first blog post, incorporating brand messaging and insights from a survey conducted by the brand through its Instagram community.
- Authored subsequent blog posts on hair care, conducting in-depth research to provide valuable and relevant information to the target audience.

WORK EXPERIENCE

Fit.Co (Fitness Apparel Brand) • 2020

FREELANCE COPYWRITER

- Crafted engaging and informative descriptions for fitness apparel and accessories.
- Conducted material research to ensure accurate product descriptions.
- Contributed to the development of the brand's unique voice.
- Pitched creative and memorable slogans.
- Wrote the brand's "Our Story" and "Mission Statement" with a clear brand message.
- Led creative concept development for the brand's inaugural campaign in collaboration with the founder.
- Copywrote all campaign materials, including Instagram posts and social media ads.

Ohmyhome (Real Estate Platform) • 2020

FREELANCE CONTENT WRITER

- Presented consumer-oriented ideas that aligned with the brand's personality and identity.
- Generated informative content on the property market, including launches, first-time buyers and lifestyle.
- Published articles with SEO-optimised titles and meta keywords.
- Supported the publication of blog posts.

Puloh.com (E-commerce) • 2019

FREELANCE COPYWRITER

- Crafted engaging and captivating descriptions for diverse products, ranging from unique to everyday items.
- Conducted research to gather relevant information for each product, ensuring information accuracy in the descriptions.
- Delivered high-quality descriptions in a time-efficient manner, consistently producing up to 30 descriptions (each 100 words) per week.