



Rosemol Hillariose

Content & Copy Writer | Editor | Strategist

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Content and Copy Specialist crafting compelling, brand-aligned narratives through expert writing, editing, and curation.

KEY SKILLS

Proofreading Creative Writing Technical Writing Content Strategy Copy Writing Content Research UI/UX Writing

Wrike Quillbot Jasper AI Steve.ai Canva beautiful.ai CMS(Brain) Grammarly ChatGPT Vennage

Chatsonic Phrasee WordPress SEMRush Brand Voice Blogging Social Media Post Business Writing Wix

Video Script Product Description API Pamphlet/Flyer Commercial Page Design Instructional Booklet Storyboard

Statement of Purpose SEO Writing Content Hub Design JSON XML REST

WORK EXPERIENCE

Process Lead - Content Infosys BPM

09/2023 - Present

Currys PLC Ecommerce Operation & Creative Implementation <https://www.currys.co.uk/>

Bangalore, India

Tasks

- **Writing, editing, proofreading** and **validating** copy and content to ensure 100% accuracy as per SLAs.
- Completing **product setups** for Curry PLC (UK) e-commerce platform.
- Coordinating with European counterparts and clients for **process optimization** to reduce go-live timelines.
- Performing **Root Cause Analysis** (RCA) to improve team accuracy and build Independence.
- **Coordinating with stakeholders** and vendors to improve information flow for seamless production.
- Creating **detailed training plans** and **process (SOP) documentation** for training new joiners.
- Researching and developing **product setup strategies** in the Content Management system(Brain).
- Defining and enhancing the **tone of voice** for the copywriting and aligning it with the brand guidelines.
- Creating and maintaining **comprehensive user manuals** and product documentation with **technical specifications**.
- Drafting and editing **technical blogs and articles** for the website.

Content Lead Pedagotech Subjectiv Private Limited

06/2023 - 09/2023

Pedagotech Subjectiv is a stealth edutech startup, which is a subsidiary of PiServe Technologies - <https://subjectiv.in/>

Kochi, Kerala

Tasks

- Wrote engaging and informative content, including case studies, **website articles, emailers, social media posts**, and scripts, while adhering to style guides.
- Generated ideas and contributed to the improvement of **format, content themes, and engagement strategies**.
- Established **brand identity** by creating a content strategy for brand positioning and awareness on social media.
- Built a monthly **social media content calendar** to boost brand visibility.
- Formed **content guidelines and framework** to maintain brand voice and tone.
- Conducted **extensive research** on technological advancements and industry trends to stay updated on the latest developments in the field.
- Developed a comprehensive analysis of the **marketing plan and strategy** to identify areas for improvement and alignment with organizational goals.
- **Collaborated with cross-functional teams** to brainstorm and generate innovative ideas that enhance the quality of the content.

WORK EXPERIENCE

Content Writer

PiServe Solutions Private Limited

12/2020 - 05/2023

Piserve is an IT Consultation and Digital Transformation services company - <https://piserve.com>

Kochi, Kerala

Tasks

- Designed guidelines and strategy for content **extraction and curation**.
- **Proofread** and approved content before final submission to improve the **quality of the content**.
- Created **content architecture and strategy** for financial funding of house construction for an NGO.
- **Conducted market research** on Edu-Tech by analyzing data from various sources & designed the curriculum for an **Edu-Tech project**.
- Documented **POC, Pitch deck and product journey** in vivid customer segments.
- Worked on designing a **marketing plan, brand guidelines** and organizational structure.
- Provided support for creating **patent documentation**, and evaluated and analyzed existing content strategies to identify areas of improvement.
- **Collaborated with cross-functional teams** from hardware, branding, design and software teams to formulate the required content.
- Worked on creating the **wireframe of product design** and professional presentations and participated in Board Meetings.

Skill Development Executive - SDE

ASAP - Additional Skill Aquisition Program

09/2016 - 11/2020

ASAP is a Kerala government initiative to develop additional skills among students and college graduates - <https://asapkerala.gov.in>

Kochi, Kerala

Tasks

- Handled training in **communication skills, soft skills** and basics of IT.
- Authored detailed **training manuals** and **documentation** for educational initiatives.
- **Conducted workshops** in communication and soft skills as a resource person in government institutions.
- Developed **instructional materials** and training guides for various skill development programs.
- Organised **career workshops** in association with Placement Cell for graduate students.

COURSES

The Art of API Documentation (06/2024)

Udemy

Learn API Technical Writing 2: REST for Writers (06/2024)

Udemy

AI First Live Enterprise (03/2024)

Infosys

Data Privacy Compliance & Assessment (09/2023)

Infosys

SEO Strategies (08/2023)

Great Learning

ChatGPT for SEO and Content (08/2023)

Great Learning

Learn API Technical Writing: JSON and XML (06/2024)

Udemy

AI-first Software Engineering (03/2024)

Infosys

Generative AI Landscape (03/2024)

Infosys

Introduction To Digital Marketing (08/2023)

Great Learning

Content Marketing Basics (08/2023)

Great Learning

Content Writing Master Course (11/2022)

IIM Skills

CERTIFICATES

Training of Trainers (03/2023)

Issued by ASAP -Kerala

Residential Training of Trainers Programme in Communicative English and Basic IT Skills (05/2014)

Issued by ASAP

Transformational Residential Training Programme (09/2014)

Issued by ASAP

Aptis - Forward thinking & English testing Certificate (05/2014)

Issued by British Council

EDUCATION

M.A English

St. Xavier's College For Women

06/2014 - 06/2016

Kochi, Kerala

B.A English Language & Literature

St. Xavier's College For Women

06/2011 - 03/2014

Kochi, Kerala