



Rosemol Hillariose

Content & Copy Writer | Editor | Strategist

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Detail-oriented **Content & Copy Editor** with **5+ years** of experience in **eCommerce, D2C content strategy, and catalogue management** across IT, EdTech, and retail domains. Proven expertise in **SEO-optimized product content**, **catalogue activation**, and cross-functional process ownership for global markets. Adept at leading agency teams, deploying **AI-driven tools**, and building scalable workflows that ensure **content accuracy, innovation, and 100% SKU activation**.

KEY SKILLS

- Proofreading
- Creative Writing
- Technical Writing
- Content Strategy
- Copy Writing
- Content Research
- UI/UX Writing
- Write
- Catalogue Management
- Jasper AI
- Steve.ai
- Canva
- beautiful.ai
- CMS(Brain)
- Grammarly
- ChatGPT
- Venngage
- Chatsonic
- Phrasee
- WordPress
- SEMRush
- Brand Voice
- Blogging
- Social Media Post
- Business Writing
- Wix
- Video Script
- Product Description
- API
- Commercial Page Design
- Instructional Booklet
- Storyboard
- SKU Activation
- SEO Writing
- Content Hub Design
- JSON
- XML
- REST
- SharePoint
- Writer.AI

WORK EXPERIENCE

Process Lead - Content Infosys BPM

09/2023 - Present

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

Bangalore, India

Tasks

- Led **content production and validation** for Currys PLC, UK's top D2C electronics retailer.
- Managed full-cycle **product activation and catalogue enrichment** for (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.
- Built SOPs for **QC checks**, tone alignment, and go-live timelines, ensuring 100% SKU activation.
- Researching and developing **product setup strategies** in the Content Management system(Brain).
- Applied **style guide conventions** across all customer-facing content.
- 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.
- Fact-checked and verified all **marketing content** for consistency and compliance.
- Proofread complex **product documents and user manuals** to eliminate errors in layout, logic, and citation
- **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 **digital communication guides** for state-run skilling programs.
- Delivered **workshops and created SOPs** for soft skills and basic IT training programs
- 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: JSON and XML (06/2024)

Udemy

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

Udemy

AI-first Software Engineering (03/2024)

Infosys

AI First Live Enterprise (03/2024)

Infosys

Generative AI Landscape (03/2024)

Infosys

Data Privacy Compliance & Assessment (09/2023)

Infosys

Introduction To Digital Marketing (08/2023)

Great Learning

SEO Strategies (08/2023)

Great Learning

Content Marketing Basics (08/2023)

Great Learning

ChatGPT for SEO and Content (08/2023)

Great Learning

Content Writing Master Course (11/2022)

IIM Skills

CERTIFICATES

Training of Trainers (03/2023)

Issued by ASAP -Kerala

Transformational Residential Training Programme (09/2014)

Issued by ASAP

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

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