Abhishek Wadhwa
Content Writer & SEO Specialist

⊙ Kurukshetra, HR, India   ☎ +91 99968 50421   @ abhishekw47@gmail.com

🔗 https://linktr.ee/abhishekwadhwa

Interests

SEO and Analytics

Content Strategy and Planning

Storytelling

Writing for Multiple Mediums

Audience-Centric Content

Digital Tools and Technology

Education and Personal Development

Cultural and Global Outreach

Monetizing Content

Creativity and Innovation

Education

Kurukshetra University, Kurukshetra
Computer Science
60.63%
Nov 2017- Dec 2020
BCA
🔗 http://ddekuk.ac.in/

Profiles

in abhishekwadhwa1

References

Amit Batra
Founder of WBI Digital Solutions

Mob: +91 86073 75375

Ajit Ranghar
Administrator & HR Head of Virtual Oplossing Pvt Ltd.

Email: ajit@virtualoplossing.com

Mob: +91 6395 073651

Shobhita Kohli
HR Head at Idea Clan Pvt Ltd

Email: shobhita@ideaclan.com

Mob: +91 98783 75602

Languages

English
▬ ▬ ▬ ▬ ▬

Hindi
▬ ▬ ▬ ▬ ▬

Punjabi
▬ ▬ ▬ ▬ ▢

Summary

Experienced content writer with a diverse background in HealthTech, Tech Solutions, Business Growth, Home & Lifestyle, Real Estate, Logistics, and Editorial & News Writing. Proven track record in creating engaging content, optimizing for SEO, and developing content strategies. Successfully collaborated with international clients from the Philippines, China, and Canada. Certified by Semrush and HubSpot in International SEO, Content Marketing, and Digital Marketing.

Experience

Idea Clan Pvt Ltd   **Nov 2023 – Dec 2024**
SEO Content Writer   Panchkula, India
🔗 https://ideaclan.com/

- Wrote SEO-focused content for blogging sites across multiple niches, promoting products and services for specific or multiple advertisers as an affiliate partner.
- Designed and delivered Learning & Development (L&D) modules for content writers, publishers, and SEO experts, including creating and submitting PDFs, docs, PPTs, and training videos.
- Hosted departmental presentations and training sessions on stage.

Virtual Oplossing Pvt Ltd   **Apr 2023 – Oct 2023**
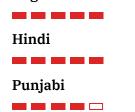Content Writer   Mohali, India
🔗 https://virtualoplossing.com/

- Managed theblogger.info, a blogging site, overseeing its content creation, maintenance, and marketing.
- Created and edited content for tweets, Instagram stories, and posts using Canva, while repurposing content for the site's Medium profile.
- Handled two logistics projects, delivering blogs, website copy, Quora posts, and industry news updates.
- Worked on case studies, social media promotions (reels and stories), and Upwork tracking for marketing projects.
- Collaborated on a HealthTech project, managing blogging and content marketing tasks.

WBI Digital Solutions (Ahana Infotech)   **Jan 2021 – Mar 2023**
Content Writer   Shahabad, India

- Wrote and published content for new websites, liaising with clients to draft from scratch and posting using cPanel.
- Created blogs for niches like packers and movers, PCD pharma, real estate, astrologers, and conferencing services.
- Produced content for company blogging websites, including a relationship advice site and a Google News Partner site focused on trending keywords and news.

Upwork   **January 2020 – March 2023**
Freelance Content Writer   Remote

- **Philippines Client**: Created bulk guest posts for various niches, enhancing client's online presence and SEO rankings.
- **Chinese Client**: Developed academic content, ensuring adherence to academic standards and client specifications.
- **Canadian Clients**: Formulated content strategies, including blog posts, articles, and social media content, resulting in increased engagement and traffic.
- **Multiple International Clients**: Worked on a weekly or monthly basis for various clients across different industries, delivering high-quality content tailored to their specific needs. Projects included blog posts, website content, product descriptions, and marketing materials.
- **SEO Optimization**: Implemented SEO best practices across all content, leading to improved search engine rankings and increased organic traffic for clients.
- **Content Strategy Development**: Collaborated with clients to develop comprehensive content strategies that aligned with their business goals and target audience.

Publications

Unscripted Hearts: A Journey of Unexpected Romance and Second Chances   January 11, 2025
Independently published
🔗 https://a.co/d/if0c5u0

Unscripted Hearts is a romance about love, vulnerability, and self-discovery as two guarded souls navigate pressures and unexpected connections.

The Almost Real Thing: A Contemporary Romance Novel   January 9, 2025
Independently published
🔗 https://a.co/d/c6ESOuA

In *The Almost Real Thing*, Aarav Malik, a driven corporate executive, and Meera Shah, a free-spirited artist, enter a fake relationship to balance societal expectations and personal ambitions. As their façade deepens, they confront the complexities of love, identity, and self-discovery in the vibrant heart of Mumbai.

Deep Dive Reads Podcast
Spotify
🔗 https://creators.spotify.com/pod/show/abhishekwadhwa

A series exploring self-help and productivity books, such as *Atomic Habits*, *The Psychology of Money*, and more.

Complete SEO, Keywords & Content Marketing Guide   February 2025
Udemy
🔗 https://www.udemy.com/course/complete-seo-keywords-content-marketing-guide/

Developed and launched the *Complete SEO, Keywords & Content Marketing Guide* on Udemy, leveraging AI to structure, research, and generate content. The course covers essential SEO principles, keyword research, content strategy, and optimization techniques, integrating AI-driven insights to enhance marketing automation. Designed engaging modules with real-world examples to help learners master SEO effectively.

Skills

SEO Strategy Development and Optimization
Comprehensive understanding of keyword research, search intent, and balancing optimization with readability.
■■■■■
SEO Strategy, Keyword Research, On-page SEO, Search Intent, SEO Optimization, SERP Ranking, Keyword Density, Organic Traffic, SEO Audit, SEO Content Writing

Content Strategy and Planning
Expertise in aligning content with business objectives, audience needs, and long-term goals.
■■■■■
Content Strategy, Content Calendar, Content Planning, Audience Targeting, Content Alignment, Editorial Planning, Content Roadmap, Brand Voice, Thought Leadership, Content Goals

Effective Writing and Editing
Crafting compelling, error-free, and engaging content across various formats while maintaining brand voice.
■■■■■
Writing Skills, Editing, Proofreading, Content Quality, Copywriting, Content Editing, Error-free Writing, Persuasive Writing, Brand Messaging, Engagement

Google Analytics Proficiency
Using analytics to measure content performance, understand user behavior, and optimize strategies.
■■■□□
Google Analytics, Content Performance, Metrics Analysis, Audience Insights, Conversion Tracking, User Behavior, Bounce Rate, Traffic Analysis, Analytics Reports, ROI Measurement

Creativity and Storytelling
Strong ability to engage audiences through relatable, persuasive, and innovative narratives.
■■■■■
Creative Writing, Storytelling, Narrative Building, Content Engagement, Emotional Appeal, Visual Storytelling, Brand Story, Content Creation, Persuasive Content, Audience Connection

Research Skills and Audience Understanding
In-depth research to tailor content for specific audiences, ensuring relevance and value.
■■■■■
Market Research, Audience Analysis, Competitor Research, Content Relevance, User Personas, Audience Insights, Trend Analysis, Content Research, Data Gathering, Consumer Behavior

Content Management Systems (CMS) Expertise
Proficient in managing content using platforms like WordPress, Blogger, or other CMS tools.
■■■■■
CMS Management, WordPress, Content Publishing, Site Maintenance, Blogging Platforms, Web Content Management, CMS Integration, Content Upload, SEO for CMS, Content Management

Analytical Skills for Marketing and Content Performance
Leveraging data to refine strategies, identify trends, and measure ROI.
■■■■■
Data Analytics, Content Metrics, Content ROI, Campaign Analysis, Performance Tracking, KPIs, A/B Testing, Data-driven Decisions, Content Insights, Marketing Optimization

Collaboration and Organization Skills
Working effectively with cross-functional teams while managing multiple projects and deadlines.
■■■■■
Team Collaboration, Project Management, Cross-functional Collaboration, Deadline Management, Task Organization, Teamwork, Communication, Content Workflow, Time Management, Coordination

Social Media Integration and Promotion
Promoting content across platforms to maximize reach and engagement, aligning with marketing goals.
■■■■■
Social Media Strategy, Content Promotion, Social Sharing, Content Distribution, Audience Engagement, Social Media Platforms, Brand Awareness, Social Campaigns, Social Analytics, Viral Content

Certifications

Mastering YouTube Search Trends and SEO Strategies   Oct 19, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/ae0501d8cc/abhishek_wadhwa_1.pdf
Utilize trends, implement SEO, align keywords, and create engaging videos.

International SEO   Oct 19, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/5e535cebfc/abhishek-wadhwa_30.pdf
Master international SEO, localization, and navigate cultural nuances.

Role of Content Course with Eric Enge   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/24e28e50a6/abhishek-wadhwa_2.pdf
Create useful content that meets users' needs and drives conversions.

Content Marketing Fundamentals Course with Ashley Segura Platform   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/e1808047da/abhishek-wadhwa_2.pdf
Learn to use content marketing to promote your brand effectively.

Content-Led SEO with Brian Dean   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/aa4dbd8f1c/abhishek-wadhwa_2.pdf
Own SEO, identify Linkreators, and create content for success.

SEO & Content Playbook for Agencies with Andy Crestodina   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/0a8c67b686/abhishek-wadhwa_5.pdf
Grow your agency organically using content and SEO strategies.

Content Marketing Principles for Business   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/f353d7e68a/abhishek-wadhwa_11.pdf
Learn principles of content marketing and tailor content for audiences.

Building a B2B Content Marketing Strategy   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/9747da1ec9/abhishek-wadhwa_28.pdf
Learn foundations and execution of a successful content strategy.

Influencer Marketing Campaigns for Beginners   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/402d789b90/abhishek-wadhwa_32.pdf
Learn to plan and launch effective influencer marketing campaigns.

How To Plan a Magnetic Content Strategy Using Semrush   Oct 15, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/4e8ba9341e/abhishek-wadhwa_1.pdf
Captivate audiences with keyword selection and optimized content.

Content Marketing and SEO Fundamentals with Eric Enge   Aug 16, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/eaf3a67e4b/abhishek-wadhwa_2.pdf
Learn SEO and content marketing to enhance your campaigns.

Advanced Content Marketing with Brian Dean   Mar 23, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/9a060a5a9b/abhishek_2.pdf
Learn strategies to grow your blog quickly and effectively.

Semrush Content Marketing Toolkit Course   Mar 23, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/50571f20fc/abhishek_2.pdf
Maximize content marketing efforts using Semrush tools effectively.

Semrush Site Audit Course   Mar 10, 2024
Semrush
🔗 https://static.semrush.com/academy/certificates/6263b5db19/abhishek_2.pdf
Master Semrush Site Audit to fix technical website issues.

Digital Marketing   Mar 23, 2024
HubSpot
🔗 https://app.hubspot.com/academy/achievements/106n3thg/en/1/abhishek-/digital-marketing
Learn to create effective digital marketing strategies and optimize online presence.

SEO   Mar 9, 2024
HubSpot
🔗 https://app.hubspot.com/academy/achievements/106n3thg/en/1/abhishek-/digital-marketing
Learn search engine processes and craft effective SEO strategies.

Inbound Sales   Mar 9, 2024
HubSpot
🔗 https://app.hubspot.com/academy/achievements/r7ftn05p/en/1/abhishek-/inbound-sales
Transform sales approach by understanding buyer behaviors and targeting.

Contextual Marketing   Mar 9, 2024
HubSpot
🔗 https://app.hubspot.com/academy/achievements/5w7q48jz/en/1/abhishek-/contextual-marketing
Understand contextual marketing and leverage personalized content effectively.

Social Media Marketing   Jul 17, 2023
HubSpot
🔗 https://app.hubspot.com/academy/achievements/5dgm2pkt/en/1/abhishek-/social-media-marketing
Develop engaging social media strategies to grow your business.

Content Marketing   Mar 13, 2023
HubSpot
🔗 https://app.hubspot.com/academy/achievements/87h3bpwv/en/1/abhishek-/content-marketing
Implement SEO tactics and develop a sustainable content strategy.

Affiliate and Partnerships Industry – Fundamentals   Aug 16, 2024
pxa by impact.com
🔗 https://pxa.impact.com/student/award/ELS6c4kAP8zHJXq2r1KgoVbv
Understand digital marketing channels, pricing models, and partnerships.

Product Training - Fundamentals   Aug 16, 2024
pxa by impact.com
🔗 https://pxa.impact.com/student/award/dASX4ZwoKLtwwf23Fe6ABB1k
Identify navigation elements and understand the Partnerships Life Cycle.

Affiliate and Partnerships Industry - Associate   Aug 16, 2024
pxa by impact.com
🔗 https://pxa.impact.com/student/award/WMng3T5Uv3mb19jsvZjVWPPK
Align goals, assess competitors, and optimize affiliate programs.

Affiliate and Partnerships Industry - Expert   Aug 17, 2024
pxa by impact.com
🔗 https://pxa.impact.com/student/award/WMng3T5Uv3mb19jsvZjVWPPK
Earn expert-level certification in affiliate marketing and partnerships.

Become an AI-Powered Marketer   Jan 18, 2025
Semrush
🔗 https://static.semrush.com/academy/certificates/3809b3b320/abhishek-wadhwa_26.pdf
AI-Powered Marketer