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SWAPNA P.

Objective:

Results-driven content strategist and SEO specialist with over 20 years of experience in research, writing, editing, and digital marketing. Skilled in creating high-quality, data-driven content to enhance brand visibility, boost organic traffic, and engage diverse audiences. Proficient in keyword optimization, competitor analysis, and leveraging SEO tools to drive content performance. Passionate about delivering impactful content solutions that align with organizational goals and contribute to long-term success. I am seeking an opportunity to apply my content creation and digital strategy expertise to help a dynamic organization achieve its growth objectives.

Experience

- Worked as a freelance online researcher, content writer, editor, and tutor from 2003 to 2024 with various US & UK-based companies.
- Worked as a research assistant for KP Research Company, India, from 2002-2003.
- Worked as an English and Social Studies teacher at Santa Cruz English Medium School, Alleppey, Kerala, India from 2001-2002.

Researched, Written/Edited, Tutored for Companies

- Researched, edited, and proofread content on various SEO topics for several UK and US companies from 2003-2024.
- Excellent work as a tutor for US and UK-based tutoring companies from 2010-2016.
- Several contents were written and edited for clients of KP Research Company, India, from 2002 to 2003.

Education

- **Ph.D.** –Pursuing.
- **M. Phil** in Political Science from Jawaharlal Nehru University (JNU) New Delhi, India. *Topic for Dissertation* – “Organizational Dynamics of Congress I (1978 – 1999)”.
- **M. A.** in Political Science at Jawaharlal Nehru University (JNU) New Delhi, India.
- **B.A.** in Economics (subsidiary subjects- Political Science and Sociology) from Mahatma Gandhi University (MGU) Kerala, India.
- **Pre-degree** with subjects- Economics, Political Science, and Logic from Mahatma Gandhi University (MGU), Kerala, India.
- **Class X** from Board of Public Examinations, Kerala – India

Scholarships

- Recipient of Tendulkar Trust Scholarship for having secured the First Rank at the All India Entrance Examination for M.A. Political Science in ‘The Center for Political Studies’ at Jawaharlal Nehru University (JNU), New Delhi, India.
- Recipient of Kerala State Government Scholarship for having received high distinction of marks for Pre-Degree Examination

Articles Published

- “Electoral Reforms in India” *‘Spectrum’* (Nov. 2010)
- “Status of Women in India” *‘Indian Currents National Views Weekly’* (12 March 2011)
- “Is Kerala going communal” *‘Light of Cochin’* (Aug- Sept issue, 2012)
- “Panchayati Raj System in Kerala” *‘Light of Cochin’* (Sept-Oct issue, 2013)
- “Towards a New National Culture” *‘Light of Cochin’* (Jan-Feb issue, 2014)
- “Role of Pressure Groups in India” *‘Light of Cochin’* (May-June issue, 2015)
- “True Face of Hindutva” *‘Indian Currents National Views Weekly’* (7 April 2016)

Achievements

- Cleared the TOEFL exam with a high score of 257/300 (Computerized exam).
- Cleared the IELTS exam with a good score in 2006.
- Secured First Rank at the All India Entrance Examinations for M.A. in Political Science at

‘Center for Political Studies’ Jawaharlal Nehru University (JNU), New Delhi – India.

- Secured First Rank at the All India Entrance Examinations for M. Phil in Political Science at ‘Center for Political Studies’ Jawaharlal Nehru University (JNU), New Delhi – India.

**Extracurricular
Activities**

- Member of The Planning Forum at St. Teresa’s College, Cochin, Kerala - India.
- Participated in the two-year program in the ‘National Service Scheme’ (NSS).
- Convener of the School of Social Science at Jawaharlal Nehru University (JNU) New Delhi, India.

**Testimonies
Offered:**

- K. Francis (Associate Professor) Center for Political Studies, Jawaharlal Nehru University (JNU), New Delhi – India.
- R. Ranganath IAS, Director of Insurance, Ministry of Finance, Government of India, New Delhi – India.
- C. C. Ramdas, Hon. French Consul. Honoraria De France in Cochin, Kerala - India.
- Prof. Sarala S. Paniker, M.A., M.Phil. Head of the Department, St. Teresa’s College, Cochin - Kerala - India.

**Computer
Knowledge**

Expert in Internet Search, using MS Word, Excel, PowerPoint, etc.

**Personal
Information**

Age: 48

Gender: Female

Religion: Christian

Marital Status: Single

Nationality: Indian

Language Known / Write: Well fluent in English, Hindi, and Malayalam

