

# RESUME

## Auralyn Chettiar

Content Writer

Mobile +971 52 548 3208

### PROFILE

Working in the UAE for the past 5 years. Customer Services Representative with over 3 years of experience providing back office & administrative support to various processes in the organization and KSA team. Over 10 years of Content Writing experience.

### SKILLS

- MS Office
- Basic knowledge of Photoshop, Go Animate, WordPress, Jotform & Canva

### SAMPLES OF MY WORK:

Designs: <https://bit.ly/3kEYcgi>

Content: <https://bit.ly/3o7mqSw>

### EDUCATION:

Bachelors – Home Science (Clothing & Textiles) from Maharaja Sayajirao University, Vadodara – Gujarat (June 2007)

[www.linkedin.com/in/auralync](http://www.linkedin.com/in/auralync)

Location: Karama, Dubai - UAE

Nationality: Indian

Status: Married

## WORK EXPERIENCE IN UAE

### Product Content Writer – Ace Marketplace (Al Futtaim)

February 2022 – December 2022 (Contract)

- Working on a short-term contract as a product content writer for the newly launched marketplace on the Aceuae platform
- Writing content for a variety of categories (outdoor, home, appliance, electronics, DIY, décor, and more) as per Ace guidelines
- Training newly joined fellow writers for the job and reviewing their work before submitting for Arabic translation
- Requesting vendors to share missing details to write maximum product-related information for the buyers to make the buying decision easy
- Single point of contact for any questions/ issues related to content
- Achieving the daily target of completing a given number of SKUs before the launch and post-launch

### Customer Services & Content Writer – Stradva DWC

October 19 – January 2022 (Working for Alpha Advantage Cargo)

**Customer Services** – Attending to phone inquiries, responding to shipment details over email, creating shipment quotations and emailing to the customer, liaising with agents, overseas partners, team members, airlines/ shipping lines, etc. to get the rates. Booking import/ export shipments through the DHL platform for shipments to/ from KSA

**Content Creation** – Social media, blog, calling script, chatscript, email templates

**Social Media** – Designing and publishing posts on SM platforms, and responding to queries

### Content Writer & SM Exe. – AlKamilBooking.Com

April 17 – September 2019

**Content Creation** – social media posts, blogs, marketing material, webpages, brochures, company profiles, email campaigns, newsletters, and press releases

**Social Media** – Designing and posting on various SM platforms, and responding to inquiries on SM platforms.

**Customer Support** – Addressing client queries on call, and responding to customer inquiries over email, and online chat support.

## WORK EXPERIENCE IN INDIA

Worked as a content writer for over 8 years in India for various industry verticals such as e-commerce, Navi Mumbai smart city campaign, ministry of external affairs (India), automobiles, retail, events & promotions, entertainment, EHR, technology, and more