



LAKSHMI GAYATRI BALIVADA

Content Strategy | Content Writing & Editing |
Proofreading | On-Page SEO | Analytics | Keyword
Research | Website Management | Google Sheets |
Canva | AI Tools



+91-7780491208



dm.blgayatri@gmail.com



Sahabhabana Township,
Bandlaguda, Nagole,
Hyderabad - 500068

About Me

Versatile and detail-oriented Content Writer with 12+ years of experience in creating, editing, and optimizing content across industries such as health, education, lifestyle, and ecommerce. Skilled in delivering high-quality written material—ranging from blogs and landing pages to social media posts and video scripts—with a strong focus on clarity, structure, grammar, and tone. Proficient in adapting writing styles based on guidelines and target audiences. Experienced in handling large volumes of content under tight deadlines, collaborating with cross-functional teams, and using tools like ChatGPT, WordPress, SEMrush, and Google Analytics. Brings excellent language proficiency, research abilities, and a strong grasp of U.S.-based communication norms—ideal for transitioning into AI-driven content quality, evaluation, and high-judgment tasks.

WORK EXPERIENCE

Freelance AI/Content Writer

Remote | 2011 – Present

- Created SEO-optimized content and long-form articles for clients including StyleCraze, The Indian Spot, SPLessons, and HealthCare India.
- Demonstrated versatility in tone, creativity, and factual accuracy across educational, health, beauty, and tech domains.
- Experienced in adhering to client guidelines and style manuals.

HealthSpectra — Freelance Writer

July 2024 – Present

- Delivered detailed blog content on health and wellness topics as per SEO team briefs.
- Revised outdated content based on editorial feedback and evolving guidelines.



EDUCATION

BSc Life Sciences

IGNOU

2017 - 2020

CORE COMPETENCIES

- Writing & Editing
- Multimodal Content Generation
(Text, Image)
- Research & Synthesis of
Complex Topics
- SEMrush, Ahrefs, GSC, GA
- HTML, XML (basic)
- CMS Management (WordPress)
- AI & LLM Familiarity
- English Writing Proficiency
- Creative Content Writing
- Quality Checks & Review
- Handling Sensitive/Confidential
Content

ADDITIONAL QUALIFICATIONS

- Strong command over U.S.-based English tone, grammar, and writing standards
- Comfortable handling sensitive or complex topics

LINKS

- [HealthSpectra](#)
- [StudyHQ](#)
- [SPLessons – Stress Management](#)
- [StyleCraze – Health Articles](#)

LANGUAGE

- English
- Hindi
- Telugu

IBee Solutions (StudyHQ) – Content Writer

Nov 2022 – Jan 2024

- Developed original landing pages, blog posts, and website content focused on the study abroad niche.
- Handled keyword research, audits, and content writing using SEMrush, GA, GSC, and WordPress.
- Edited and refined text to meet quality and grammar standards for diverse audiences.

Isacme Services – Content Writer

Jan 2021 – Oct 2022

- Generated blog and social content from scratch after deep research across multiple industries.
- Worked with the team to update web content, track performance, and ensure stylistic alignment.

Digital Catalyst – Content Writer

Aug 2020 – Dec 2020

- Created web, blog, and social media content for clients in ecommerce, real estate, IT, and more.
- Wrote marketing and ad copy aligned with brand voice.

WHY I'M A GREAT FIT

- Over a decade of content creation experience across diverse domains
- Proven track record of high-quality text generation and editing
- Strong judgment, self-reliance, and ability to manage ambiguous instructions
- Comfortable with feedback loops, collaboration, and iterative refinement