



## SAYALI BEDEKAR PATIL

Writer, Editor  
Web Content Strategist

### PERSONAL

[www.cocktailcontent.com](http://www.cocktailcontent.com)

[sayali@cocktailcontent.com](mailto:sayali@cocktailcontent.com)

### SKILLS

Blogging



Article Writing



Search Engine Optimization



Editing & Proofreading



Social Media Marketing



11 years in the industry as a writer, editor and web content strategist have taught me that Google makes things very transient and the only way to survive and succeed online, is to adapt and change. I am thus never satisfied with the way things are, and I am always striving for more - both in terms of results, and in terms of validation (as I suspect all writers are).

I am looking for projects that pose a challenge and give me stake ownership in the results sought.

### PUBLISHED WORK

#### HUFFINGTONPOST - BLOG

#### YOURTANGO - BLOG

#### THOUSANDWONDERS - TRAVEL GUIDES

- Malta
- Cape Agulhas
- God's Window

#### THE RICHEST - LIFESTYLE LISTICLES

#### DIY EVERYWHERE - DIY LISTICLES

- No Sew Accessories For The True-Blue Lazy Girls
- Sly Ways To Fix Tight, Loose Or Short Clothes
- Stunning Balcony Makeover
- Game Of Thrones Inspired DIY

#### COOKTOP COVE - FOOD LISTICLES

#### BUZZLE - SEO BASED ARTICLES

- Buzzle Author Profile
- iBuzzle Author Profile

#### JJHISTORY - WEBSITE COPY

#### NEWSFORSHOPPERS - NEWS

#### PAARAMI DIGITAL SOLUTIONS - WEBSITE COPY

#### DBAUTOSHOP - WEBSITE COPY & BLOGS

#### CHERRY ARTICLES - WEBSITE COPY, ARTICLES AND BLOGS

#### PERSONAL BLOG

### OTHER WORK

#### B2BYELLOWPAGES - EDITING & SEO

#### SKIUSA INC. - GHOSTWRITING BLOGS, ARTICLES, WEBSITE COPY

#### ISKON ANNAMRITA - GHOSTWRITING BLOGS, NEWSLETTERS, FLYERS

#### LABDHI BUSINESS SOLUTIONS - PROJECT BASED WRITING

### TESTIMONIALS

"It has been a great working experience with Sayali as she is always punctual, to the point and blunt where it comes to quality of writing. No wonder referring her to my clients brings me more fame for better reference."

ANAL SHAH - OPERATIONS HEAD, LABDHI BUSINESS SOLUTIONS



## CERTIFICATIONS

Trained SEO Practitioner  
(Market Motive - USA)

Certified Associate in Digital  
Marketing Foundations  
(Market Motive - USA)

Trained Practitioner Social  
Media (Market Motive -USA)



## EDUCATION

CFA (India)

Bachelor in Commerce Degree  
(Finance & Economics) (South  
Africa)

Master in Business Administration  
(Marketing) (India)

## OTHER INTERESTS



"Sayali, your editing and writing skills were superb, it was effortless to work with you on the tasks. Especially that once you were given the requirement of the task, it was done and it did not require a second time to explain the task. It was our pleasure to find out after working with you for some time, that you were an equally good manager and task organizer. The management of the junior writers was seamless. Sayali is a definite asset to any company or team."

**JAVED SUNESRA - DIRECTOR, SKI USA INC.**

"Sayali is great to work with on collaborative content projects. She is easy to talk to, understands instructions and delivers according to scope and on time. She has provided fantastic content for our website and we at Paarami vouch that she is a great asset to anyone who needs good content. Sayali's work is proofread, free of grammatical errors and showcases a good command over the English language. We had no trouble approving her work as it did not require any additional efforts on our side. We wish her many great projects in the future."

**TANUJA S. GAIKWAD - PROJECT MANAGER, PAARAMI DIGITAL CONSULTING LLP**

"When I decided to have my own website, I didn't even know where to begin. Luckily, I had Sayali who agreed to help me with the content. She is a great help and is good at what she is does. She works with difficult content and makes it appear easy, simple and understandable."

**JAGIR JHAVERI - ENTREPRENEUR AND PHILANTHROPIST**

## WORK HISTORY

Editing content, proofreading listings, writing descriptions, assigning categories & keywords (SEO), verifying company legitimacy & final approval/rejection.

B2BYellowpages.com

Freelance Editor  
2013 - Present

Writing, Editing & Proofreading for content on sites such as www.ravinehotel.com, lapeches.com, luxebutik.com, culturestitch.com and other client sites.

SkiUSA Inc.

Senior Editor & Writer  
2010 - 2013

Primarily editing and approving content submitted by a team of writers. Writing and researching own articles on specific topic requirements as per SEO demand.

Buzzle.com

Staff Sub Editor & Writer  
2009 - 2010

Blogging, guest posting and ghostwriting articles (including 1 ebook) for various freelance assignments.

Freelance Projects

2006 - 2009