



## SAYALI BEDEKAR PATIL

Actively seeking freelance and remote location positions in the online content industry.

## CONTACTS

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## PROFILE

Being part of the industry for over a decade has taught me that Google makes things very transient. The only way to survive and succeed online, is to adapt, change and learn on your feet.

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.

## PROFESSIONAL EXPERIENCE

### Content Editor

B2B YELLOWPAGES, SYOSSET NY | 2013 - 2018

- Adjudicated websites and business listings
- Assigned keywords, categories & other SEO parameters
- Optimized pages and business listings to best match buyer searches with businesses
- Cross verified business legitimacy before approving their listings

### Senior Editor & Writer

SKI USA INC, MUMBAI, INDIA | 2010-2013

- Created generic blogs, informative articles and product write ups for various clients
- Created an editorial calendar and assigned content to a team of in-house writers
- Managed, hired and trained a team of writers
- Proofread and edited all content before approving
- Coordinated with in-house SEOs to understand current and future content requirements
- Managed content flow right from requirement phase to final, approved output
- Worked in various niches - hotels, pharmacies, ecommerce, medical devices, consumer goods, movie producers, etc.
- Worked in various segments - content for websites, content for apps, content for social media promotions, etc.

## Perfect Fit for Projects Related to:

Content Creation  
Content Editing  
Proofreading  
Content Formatting  
Content Planning  
Content Branding  
Social Media Marketing  
Blogging  
SEO Research  
Keyword Research & Analysis  
SEO Audits  
Web Content Strategizing  
Website Copywriting  
Marketing Copywriting

## Experienced With:

Team Collaboration  
Team Management & Leadership  
Tight Deadlines  
Collaborative Software  
Microsoft Office  
Light Photo Editing  
Different Editorial Styles  
US & British English

## Related Certifications:

MBA (Marketing) (India)  
BCom (Finance) (South Africa)  
  
SEO Practitioner + Digital  
Marketing Foundations + Social  
Media Practitioner Certification  
(Market Motive)

## Sub Editor & Writer

BUZZLE.COM, PUNE, INDIA | 2009 - 2010

- Handled and managed a team of four to five writers
- Proofread, edited and approved content from my team
- Wrote occasional articles and blogs and needed and required
- Organized and planned periodic team building and cultural programs
- Worked directly with a team of SEOs to organize a content calendar based on titled generated

## Freelance Projects

VARIOUS COMPANIES | 2009 - PRESENT

- Labdhi Business Solutions - Website copywriting for various clients.
- Paarami Busines Solutions - Website copywriting for clients as well as their own website
- ISKCON Annamrita - Wrote content for their newsletters, press releases, monthly reports, blogs and social media snippets.
- News For Shoppers (now Consumer Press) - Wrote articles on current affairs and general news
- DB Autoshop LLC - Wrote website copy for their website
- Thousand Wonders (Netherlands) - Wrote travel guides

## PORTFOLIO

Huffington Post

Your Tango

DIY Everywhere

Cherry Articles

The Richest

Personal Blog

Buzzle

Cocktail Content

Arrivedo

Thousand Wonders

Cooktop Cove

DB Autoshop

Jagir Jhaveri - Travel Hacker

Paarami Digital Solutions

iBuzzle

## TESTIMONIALS & REFERENCES

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

References provided on request