

# SURBHI KANWAR

Copywriter | Content Writer | Lifecycle & Performance Copy

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## PROFESSIONAL SUMMARY

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Copywriter and content writer with **6+ years** of experience creating **SEO, lifecycle, performance, and brand content** across edtech, hospitality, and publishing. Skilled at adapting complex briefs into clear, audience-first copy for websites, campaigns, ads, webinars, and customer journeys.

## CORE SKILLS

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SEO Content & On-Page Copy | Landing Pages | Website & Category Pages | Email, WhatsApp, Push & RCS | Performance Ads | Video Scripts | Webinar Communications | Brand Messaging | Content Calendars | Editing & Proofreading | WordPress Publishing | Campaign QA

## WORK EXPERIENCE

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### Freelance Copywriter | Simplilearn

Remote | December 2025 – Present

- Write and optimize **category pages, program pages, subdomain pages, landing pages**, and **FAQs** using SEO requirements, search intent, and conversion goals.
- Create **15-, 30-, and 45-second performance video scripts, elevator pitches, short-form video copy**, and **MQL-focused scripts** for professional upskilling programs.
- Develop **static and carousel ads**, including **Meta headlines** and **primary-text variations** for campaign testing across technology and management programs.
- Work on **pre- and post-webinar communication** across email, WhatsApp, and push notifications, along with webinar **landing pages** and **promotional copy**.
- Write **customer journey communication** across email, WhatsApp, push notifications, and RCS, adapting copy by funnel stage and campaign objective.
- Produce **PR articles** and program marketing content while maintaining brand voice, factual accuracy, and consistent messaging across channels.

### Copywriter | Content Writer | Treebo Hospitality Ventures

Remote | March 2022 – June 2025

- Wrote **lifecycle and promotional copy** for 480+ email, push, and WhatsApp campaigns.
- Supported email campaigns with **36.29M deliveries** and a **22% weighted open rate**; push campaigns reached **18.38M deliveries** with a **27.3% read rate**.
- Created WhatsApp copy for campaigns with **1.52M deliveries** and a **28.8% read rate**, tailoring messages to audience segments, funnel stages, and promotional goals.
- Managed the **SEO blog workflow** from keyword inputs and content calendars to freelancer briefs, editing, WordPress QA, and publishing.

- Wrote **travel blogs, hotel and landmark pages, property descriptions, website copy, brochures, partner communication, influencer scripts, and guest-facing content.**
- Helped **launch a new hospitality brand** for a younger Instagram audience by contributing to its content calendar, social copy, and brand-book development.
- **Managed freelance writers**, including assignments, interviews, editing, quality checks, payouts, and publishing timelines.
- Worked with marketing, design, CRM, and operations teams to maintain tone, accuracy, and channel-specific formatting across customer and partner content.

## **Freelance Content Writer | Independent**

*May 2019 – July 2022*

- Wrote **product and course descriptions, educational content, academic summaries, and abstracts** for clients across edtech and publishing.
- **Edited and proofread** novels, short-story collections, children's titles, and book blurbs for clarity, consistency, and reader appeal.
- Recorded voice-overs for **50+ children's educational videos** and adapted scripts for clear, age-appropriate delivery.

## **TOOLS**

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**CRM & Campaign Tools:** MoEngage and Gupshup

**CMS:** WordPress

**Analytics:** Google Analytics 4 and Google Search Console

**Writing & Editing:** Google Docs, Grammarly, Hemingway, and QuillBot

**AI & Research:** ChatGPT, Gemini, Claude, and Perplexity

## **EDUCATION**

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### **PG Diploma in Mass Communication**

Mehr Chand Mahajan DAV College for Women, Panjab University

2021–2022

### **MA, English Literature & Cultural Studies**

Panjab University, Chandigarh

2016–2018

### **BA (English Honours)**

Post Graduate Govt College for Girls-11, Chandigarh

2013–2016