

SURYA SANEKELLA

CONTENT WRITER

I'm a writer based in Hyderabad, India. Specializing in writing blogs, news, and social media content, I've been writing professionally for more than three years. As a creator, I bring a structured approach that creates clear, engaging content for diverse audiences.

Be it creative writing, proofreading, or web content creation, I've worked across a wide range of formats. The hands-on experience I have in search engine optimization, content management systems, and design strengthens my ability to create effective content across platforms. Some of my key skills include:

- ❖ Content: *Search Engine Optimization, Copywriting & Social Media*
- ❖ Editorial: *Creative Writing, Proofreading & Web Content Creation*
- ❖ Tools: *WordPress, Microsoft Office, Hitfilm Express & Canva*
- ❖ Web Technologies: *HTML & CSS*
- ❖ Digital Marketing: *Google Analytics*

Having begun my career as a freelance writer at a local web portal, I swiftly moved into full-time roles at Amazon and SAS Infra. Below is an overview of my professional experience covering my employers, duties, contributions, and impact.

- ❖ Content Writer | SAS Infra | One Year | Apr 25 – Apr 26
 - Crafted SEO-optimized content for the company's social media handles.
 - Boosted organic traffic by 65%.
 - Improved Google search rankings by 47%.
 - Revamped website content and structure for improved clarity and usability.
 - Drafted ad copies, brochure content and news articles.
- ❖ AI Content Writer | Amazon | Six Months | Oct 24 – Mar 25
 - Contributed to 'Nova', a large language model similar to ChatGPT.
 - Created 1,500+ prompts across speech, audio, image, and video processing.
 - Refined inputs to improve accuracy, coherence, and contextual relevance.
- ❖ Freelance Writer | Track Tollywood | Eight Months | Jan 24 – Sep 24
 - Published over 650 news articles covering Telugu cinema developments.

- Proofread content on the website and social media handles.
- Link: tracktollywood.com/author/surya/ & [/nirvan/](http://nirvan/)

Among my body of work, two key highlights stand out: a personal blog I built from scratch, reflecting my individual voice and range as a writer, and a literature project completed during my final semester of college.

❖ The Serene Poet | A Personal Blog | Oct 23

- 5 poems
- 10 wiki-style cards
- 30 original pieces on cinema, cricket and politics
- Link: theserenepoet.blog

❖ Indian Literature's Portrayal of Queerness | Semester Project | Jul 23

- Conducted a close reading of *Cobalt Blue* & *That's True, I Love Her*
- Identified recurring themes of social ignorance, unacceptance & forced heterosexual marriage
- Analysed portrayal of queer people as those of strong character, independence and ambition
- Link: bit.ly/4caOhKf

While I have chosen to pursue writing as a career, my academic background is in engineering. This foundation has shaped my analytical thinking and structured approach to work. Below is a brief overview of my educational background:

- ❖ BTech – Mechanical Eng | Mahindra University | Jul 23 | 78%
- ❖ High School – Mathematics | Sri Chaitanya | Mar 19 | 94%
- ❖ Class X – State Board | Shine High School | Mar 17 | 97%

I was awarded an academic merit scholarship of one lakh INR for two consecutive years during my undergraduate studies, beginning in 2019. Alongside academics, I served as President of the *Outreach Club* at Mahindra University for four semesters, where I led a diverse team in organizing initiatives such as a *Cleanliness Drive* and a *Blood Donation Drive*. I also contributed to community engagement through regular visits to Krushi Home in Gowdavelli and ZPHS Bahadurpally. Outside of work, I practice martial arts, yoga, and meditation, with a strong interest in cricket.

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