

# SURYA SANEKELLA

## Experience

- ❖ 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/](http://tracktollywood.com/author/surya/) & [/nirvan/](http://nirvan/)

## Skills

- ❖ 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*

## Education

- ❖ 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%

## Portfolio

- ❖ 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](http://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](http://bit.ly/4caOhKf)