MALAR NIVEDHITHA R (CV)

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PROFESSIONAL SUMMARY

BSc Botany graduate (*First Class with Distinction*) with hands-on experience in content writing, SEO, and subtitle quality control. Certified in HubSpot Content Marketing and Search Engine Optimization. Completed internships in content writing and subtitle QC, with additional skills in MS Excel, Tally ERP-9, and WordPress. Seeking entry-level opportunities in content writing, digital marketing, or data entry where I can contribute accuracy, creativity, and a research-driven mindset.

EDUCATION

Bachelor of Science (BSc) — Botany (Plant Science)
St. Mary's College (Autonomous), Thoothukudi
Manonmaniam Sundaranar University, Tirunelveli, Tamil Nadu
2021 – 2024 | First Class with Distinction
Relevant Coursework: Plant Taxonomy, Microbiology, Biotechnology, Environmental Science, Plant Physiology

PROJECT WORK

Green Synthesis of Ag, Cu and Zn Nanoparticles of *Avicennia officinalis* Leaf Extract and Evaluation of its Antibacterial Activity
St. Mary's College (Autonomous), Thoothukudi | Feb 2024 – Apr 2024

- Synthesised Silver, Copper and Zinc nanoparticles from *Avicennia officinalis* leaf extract using green synthesis method
- Investigated nanoparticle properties using UV Spectroscopy and SEM Analysis techniques
- Evaluated antibacterial activity of synthesised nanoparticles against four bacterial pathogen strains
- Developed hands-on research skills in laboratory techniques, data analysis, and scientific documentation

SKILLS

Content & Writing Skills
Content Writing, Content Development, Blog Writing, SEO Writing, Copywriting, Proofreading, Transcription, Subtitle Creation (SRT), Content Marketing

Digital Marketing Skills
Search Engine Optimization (SEO), HubSpot Content Marketing, Social Media Content Creation, Basic Digital Marketing

Technical Skills
MS Excel (Data Entry, Formatting, Sorting, Basic Functions), MS Word, MS PowerPoint, Tally ERP-9, WordPress (Content Uploading, Formatting, Basic CMS Management), Canva

Tools & Platforms:
Google Search Console, Ubersuggest, Google Keyword Planner, Medium, Google Docs, MS Office, LinkedIn.

Soft Skills
Fast & Accurate Typing, Attention to Detail, Time Management, Research Skills, Creativity

Languages
Tamil (Native), English (Proficient), Korean — Intermediate (King Sejong Institute Certified, Level 4A)

INTERNSHIP AND GAINED EXPERIENCE

1. Editorial Associate (Content Development)
The Wise Indian | Remote | Part time

- Research and write people-driven stories from across India
- Write and publish articles on a variety of topics to inspire people
- Research and verify every fact against official sources
- Optimise each article for SEO and readability

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2. Quality Control Associate Intern
Dashverse India Private Limited | Remote | 1 Month

- Created and edited SRT subtitle files for video content, ensuring accuracy, synchronisation, and readability
- Reviewed and corrected subtitle formatting and timing issues for short-form drama content
- Managed multiple tasks within strict deadlines in a fast-paced remote work environment

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3. Content Writing Intern
InAmigos Foundation (NGO) | Remote |

- Created social media content pieces for LinkedIn and Instagram covering education, CSR, volunteering, and community awareness
- Designed matching visual posts using Canva for each content piece
- Ensured all content aligned with organization's mission, values, and target audience

AWARDS AND CERTIFICATIONS

- **Certificate of Merit** — Secured First Rank in University, Academic Year 2021–2022 (Manonmaniam Sundaranar University)
- **HubSpot Content Marketing Certification** — HubSpot Academy
- **Search Engine Optimization (SEO) & Content Marketing Certification** — IBM (Coursera)
- **English Typing Certification** — Junior & Senior Levels (First Class with Distinction)
- **Career Orientation Programme** — Tally ERP-9 & Computer Basics
- **Korean Language Certification** — Level 4A, King Sejong Institute.
- **Completed Learnathon 2023** — ICT Academy (August–September 2023)

LANGUAGES

Tamil – *Native Speaker*

English – *Proficient.*

Korean – *Intermediate*