



# Prachi kadam

Content Writer & Copywriter |  
SEO & Blog writing

## Contact

8779715131

Prachikadamofficial@gmail.com

Mumbai

## About Me

I'm a passionate writer dedicated to creating high-quality articles and content. My background in Human Resources gives me a unique understanding of people's motivations, which I use to help brands connect with their audience and achieve their goals.

## Skills

- Content Writing & Copywriting
- Blog & Newsletter Writing
- SEO Content Optimization
- Keyword Research & Strategy
- Social Media Content Creation

## Education

### Bachelor of Commerce

Saket College- Mumbai  
University

2014 - 2016

## Experience

### Content Writing Intern

Growth Mandi | Jan 2025 - Mar 2025

- Conducted market research and competitor analysis to support content strategy development.
- Created SEO-driven content plans aimed at improving website visibility on Google.
- Optimized website pages with on-page SEO techniques and keyword placement.
- Performed keyword research using basic tools to align content with search intent and improve ranking.

### Executive - Talent Acquisition

Corient Business Solutions Pvt. Ltd | Nov 2021 - May 2024

- Managed end-to-end recruitment: sourcing, screening, interviewing, and salary negotiations.
- Coordinated interview schedules with hiring managers.
- Managing documentation, background checks, and follow-ups till joining.

### HR Recruiter

Angel HR | Nov 2018 - Feb 2020

- Source potential candidates from various online Portals- Naukri, LinkedIn
- Screening Resumes, Interviewing candidates via phone screening & Scheduling interviews with company's Hiring manager.
- Salary Negotiations with candidates, maintain follow-ups till joining date.

### Executive - HR & Admin

Conventional Business Solutions Pvt. Ltd | Apr 2017 - May 2018

- Managing Petty Cash.
- Order office stationery and supplies & Book meetings and schedule events