

ESROM THINJI

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Experienced technical writer with over nine years of professional expertise in crafting precise and user-friendly documentation. Proficient in researching, organizing, and conveying complex concepts to diverse audiences.

Adept at collaborating with technical teams to produce high-quality content. Seeking a dynamic role to leverage strong communication skills and problem-solving abilities in effectively communicating intricate technical ideas.

Professional Experience

TECHNICAL WRITER – Jan 2021 - Present

Freelance

- Experienced content writer with a knack for writing clear, concise, and informative documentation.
- Able to research and write technical documentation suitable for various audiences, from developers to end users.
- Able to write technical articles that are informative and engaging.
- Proficient in various software development languages and technologies, including Python, Django, and Linux.
- Able to provide readers with functional support by writing detailed how-to guides with relevant sample code.
- Familiar with various technical and non-technical areas, including digital and content marketing, UX design, Markdown, AsciiDoc, Git/GitHub, databases, and open software platforms and products..

Accomplishments

- Wrote technical documentation for various software products, including a computer application.
- Developed and delivered technical training materials for developers and end users.
- Published technical articles in various web publications
- Received positive feedback from clients and colleagues for my technical writing skills.

CONTENT WRITER – Sep 2019 - Nov 2020

Edvalson Marketing.

- Created engaging and informative blog posts on dentistry, residential HVAC, and sustainable construction for over 10 Edvalson clients, which resulted in over 1 million views on their websites.
- Tailored content to meet SEO best practices, resulting in increased website traffic and search engine rankings.
- Met deadlines and consistently exceeded expectations by delivering eight articles weekly, with a 95% approval rating from clients.
- Used plagiarism checkers to ensure that all content was original and plagiarism-free.
- Proficient in Microsoft Office Suite, including Word, Excel, PowerPoint, and Outlook. Also proficient in Gmail, Grammarly, and Google Drive.

WEB CONTENT WRITER | RESEARCHER – Oct 2018 - Nov 2020

Alcorehab

- Proactively applied my knowledge of SEO to ensure that content was optimized for search engines, resulting in increased website traffic and search engine rankings.
- Conducted extensive research on addiction, its management, and medication, developing informative and engaging content relevant to the target audience.
- Delivered high-quality and error-free content, ensuring the information was accurate and up-to-date.
- Collaborated effectively with team members to ensure the project was successful, providing and receiving constructive feedback throughout the process.

DIRECT RESPONSE COPYWRITER – May 2019 - Jul 2020

EVYANA SKINCARE

- Conducted extensive research on skincare, resulting in the development of informative and engaging content relevant to the target audience.
- Met deadlines and consistently exceeded expectations by delivering high-quality content that met the goals and objectives of the project.
- Collaborated effectively with my client to ensure the project was successful, providing and receiving constructive feedback throughout the process.
- Demonstrated in-depth understanding of different brands and voices in the health and beauty space, resulting in the development of informative and engaging content.
- Delivered high-quality and error-free content, ensuring the information was accurate and up-to-date.

CONTENT WRITER – Sep 2018 - Mar 2019

Fridge Freezer Direct

- Conducted extensive research on commercial kitchen products, resulting in the development of informative and engaging content relevant to the target audience.
- Wrote product descriptions for 1100 products ranging from freezers to fridges and more.
- Met deadlines and consistently exceeded expectations by delivering high-quality content on time and within budget.

- Developed and wrote informative and engaging online content for commercial kitchen businesses, resulting in increased website traffic and engagement.

CONTENT WRITER – Jan 2014 - Sep 2018

Freelance

- Collaborated with clients to develop and execute SEO content marketing strategies that increased website traffic and search engine rankings.
- Provided clients with expert advice on SEO strategy and content marketing direction, resulting in effective marketing campaigns that met their business goals.
- Provided clients with a comprehensive range of services, including online publishing through CMS platforms such as WordPress, resulting in high-quality content optimized for search engines.
- Managed clients' WordPress accounts by creating and updating content, ensuring their websites were up-to-date and informative.
- Provided clients with feedback on their WordPress websites, redesigning and building them as needed to improve their usability and functionality.
- Collaborated with other team members to brainstorm and develop content ideas, resulting in high-quality content that met clients' needs.

Skills

- Writing Skills: Technical Writing, Content Writing, Direct Response Marketing, Documentation, Web Content
- Technical Skills: Linux, Python, SQL, Search Engine Optimization (SEO)
- Communication Skills, Computer Skills, Research Skills

Licenses & Certifications

- Junior UX/UI designer: Digital Skills (UX) - FutureLearn
- Introduction to User Experience Design - Coursera
- Google Cybersecurity Professional Program - Coursera

Professional Development

- AWS Cloud Practitioner (In Progress)