

BISMI SHIFANA

CONTENT/TECHNICAL WRITER



CONTACT

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SKILLS

- Creative Writing
- Technical Writing
- Visual Storytelling
- Blog & Article Writing
- Academic Writing
- Audience Targeting
- Time Management
- Software Quality Testing
- Project Management

TOOLS

- Wordpress CMS
- Planable
- Buffer
- Canva
- Selenium
- Jmeter
- Post Man
- JIRA

LANGUAGES

- English (Fluent)
- Tamil (Fluent)
- Urdu and Arabic (Basic)



PROFILE

To contribute my expertise in content writing, marketing, project coordination, and quality assurance to growth-oriented service- and product-based companies. I aim to craft clear, engaging, and user-centric content through continuous learning, strategic communication, and collaboration, ensuring that every text adds value and elevates the user experience.



WORK EXPERIENCE

Lintcloud Technologies 2025 - PRESENT
Social Media Manager | Quality Analyst

- Write clear, creative, compelling, storytelling, SEO, and audience-focused content for blogs, websites, landing pages, social media ad writing, articles, product documentation and brand marketing.
- Led a team in planning and executing social media campaigns aligned with brand objectives, ensuring consistent messaging and creative collaboration across marketing and design teams to boost engagement and audience growth across platforms.
- Designed and executed test cases for web and mobile applications, documented results and supported QA deliverables including test plans, user guides, and release notes.

Roriri Software Solutions 2024 - 2025
Lead Content Writer | Quality Analyst

- Prepared project documentation and functional overviews to support development, while also executing manual tests and reporting bugs to ensure software quality throughout the release cycle.

Vins Solutions 2020 - 2024
Lead Technical Writer

- Prepared and edited Ph.D. research papers and theses on AI, Machine Learning, and Deep Learning, ensuring clarity, accuracy, and academic integrity.
- Collaborated with researchers to structure technical content, refine algorithms, and align with journal and publication standards.

MSIT Research and Development 2018 - 2020
Content Writer

- Developed content for academic research papers, focusing on technical documentation, data analysis, and emerging trends in computer science.



EDUCATION

Master Degree 2016 - 2018
M.sc Computer Science | Manonmaniam Sundaranar University
GPA: 9.5 / 10

Bachelor Degree 2013 - 2016
B.sc Computer Science | Manonmaniam Sundaranar University
GPA: 7.6 / 10

PROJECT EXPERIENCE

Client 1 - Rosatom (Global Nuclear Energy Corporation) | Social Media Marketing | Duration: Present

- Directed the content development process for extremely technical subject matter, such as nuclear power, Arctic missions, green initiatives, and international STEM education programs, breaking down difficult scientific ideas into clear, compelling storytelling.
- Developed and implemented online campaigns for high-impact international activities like Icebreaker of Knowledge 2025, expanding worldwide participation and involvement from several countries.
- Managed campaign strategy, content schedules, audience targeting, and performance optimization to achieve user interaction, brand recognition, and conversions.
- Created strategic, persuasive email campaigns. Adopted data-facilitated approaches through social media analytics and engagement data to inform content strategy and drive the highest ROI on campaigns.
- Directed creative teams with briefs in great detail so that all visuals, storytelling strategies, and tone were aimed at campaign objectives and Rosatom's international brand standards.
- Engaged and coordinated with influencers to promote events, created their content, checked materials, cleared material through Rosatom for approval, and was the main go-between for influencers and Rosatom to coordinate messaging.
- Drove multilingual content execution and adaptation to suit various global audiences for ensuring inclusivity and extensive reach.

Client 2 - Vayulo (Renewable Energy Solutions Provider) | Social Media Marketing | Duration: Present

- Led the content development and strategy for Vayulo Energy on technical topics like wind and solar power systems, energy digitalization, and green energy practices, breaking down technical issues into easy-to-understand and interesting stories.
- Developed and implemented strategic digital campaigns to promote Vayulo's turnkey renewable energy solutions, raising brand awareness and engaging different global markets.
- Created strategic, data-driven email campaigns based on analytics and audience insights to optimize open rates, click-through rates, and total ROI.
- Directed and coordinated creative teams with clear briefs to ensure all visual elements, messaging, and tone met the campaign goals and Vayulo's global brand standards.

Client 3 - Workfast.ai (AI-Powered Productivity Platform) | Social Media Marketing | Duration: Present

- Spearheaded content strategy and development for the Workfast.ai platform, highlighting its AI-powered project and task management features through clear, engaging, and user-friendly narratives.
- Designed and executed targeted digital campaigns to promote Workfast.ai's all-in-one productivity suite, enhancing brand visibility and user engagement across diverse industries and global markets.
- Developed and implemented data-driven email marketing campaigns, leveraging analytics and audience insights to optimize open rates, and overall ROI.
- Collaborated with creative teams to ensure all visual assets, messaging, and campaign tone aligned with Workfast.ai's brand standards and strategic objectives.

Client 4 - ERP Management System | Testing & Content Development | Duration: 5 months

- Led quality control and testing activities for the ERP management system, creating and implementing test cases, detection of bugs, and ensuring smooth functioning across modules like finance, inventory, HR, and operations.
- Created in-depth content for the ERP platform, including user manuals, technical content, and product descriptions, breaking down complicated system workflows into concise, easy-to-understand materials.
- Working with development and design teams to verify testing feedback and content aligned with product objectives and accurately represented system capabilities.
- Helped optimize internal and external communications such as campaigns, tutorials, and promotional materials for the purpose of enhancing user adoption and engagement.

Client 5 - CRM System | Testing & Content Development | Duration: 4 months

- Led end-to-end quality assurance and testing of the CRM platform, developing and implementing comprehensive test cases, detecting bugs, and delivering flawless performance across modules such as sales, customer engagement, analytics, and marketing automation.
- Created easy-to-use content, such as manuals, technical documentation, and feature guides, breaking down intricate CRM workflows for enhanced understanding and adoption.
- Worked with development and design groups to connect testing findings and content with system functionality and business objectives, as well as developed tutorials and onboarding materials to promote user participation and satisfaction.

Client 6 - Property Management System | Testing & Content Development | Duration: 4 months

- Led thorough quality assurance and testing for the property management system, creating and executing detailed test cases, identifying bugs, and ensuring smooth functionality across modules like tenant management, lease tracking, maintenance, and billing.
- Developed crisp, interesting content for the platform and web pages, such as feature descriptions, marketing material, and platform summaries, breaking up complex property management processes into interesting and easy-to-grasp messaging.

Client 7 - Epileptic Seizure Detection | Technical Research Writing | Duration: 1 month

- Written a peer-reviewed research article published by Springer, presenting methodology, experimental process, comparative study, and analytical observations with technical precision and academic diligence.
- Performed comprehensive literature review and gap analysis of biomedical signal processing techniques, including automated detection of epileptic seizures from EEG datasets.
- Organized and curated the results section with exhaustive evaluation metrics, plots, and performance comparisons, converting experimental results into significant and research-supported conclusions.
- Confirmed the paper was consistent with Springer publication requirements by using appropriate citations, academic formatting, proofreading for coherence, and editing the narration to make it scientific in readability and impact.

Client 8 - Image Dehazing | Technical Research Writing | Duration: 15 month

- Carried out in-depth literature review and gap analysis in single-image dehazing, with regard to ambient (air) light and transmission map extraction to solve haze degradation problems.
- Results curated and presented in thorough evaluation charts and qualitative picture comparisons to show evident improvements over the current state of the art, demystifying deep technical results in compelling research stories.
- Confirmed complete academic compliance: organized methodology, results and discussion sections in accordance with Springer format, maintained citations and readability, and polished the manuscript for precision and publication.

Client 9 - Fake News Detection | Technical Research Writing | Duration: 1 month

- Assisted in preparing a technical research paper for IEEE, structuring the manuscript, refining the methodology and results sections, and ensuring clarity and coherence of complex technical concepts.
- Curated and presented experimental results, including performance metrics, comparative tables, and visual summaries, translating detailed technical data into a well-organized, publication-ready format.
- Applied IEEE formatting and publication standards, proofreading the manuscript, managing citations, and ensuring the final draft met all academic and editorial requirements.

PROFESSIONAL CERTICATIONS

Freelancing in AI Workshop

Android Application Developer Certification

Certificate in Hardware and Networking

Certificate in Software Testing - Manual & Automation