

# Bertilla Rini

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## EDUCATION

**B.com | Year 2016**

Stella Maris College  
Chennai, Tamil Nadu

## SKILLS

- Linguistic Quality Assurance (LQA)
- Communication skills
- Technical Copywriting
- Blog Writing
- Publishing and editorial
- Copyediting
- SEO
- AMA Style
- Chicago Manual of Style
- HTML
- PPC

## TOOLS

- Microsoft Office
- Grammarly
- Google Search Console
- Semrush
- Ubersuggest
- Ahrefs
- Perfectit
- Google Analytics
- Wordpress

## CERTIFICATION

**Hubspot | SEO**

**Udemy | Copyediting**

**Udemy | Proofreading**

**Copyediting | Alison**

**Wordpress | Alison**

## CAREER OBJECTIVE

Experienced content and copywriting professional with a proven track record in SEO optimisation and copyediting. Proficient in crafting engaging content across various industries, particularly SaaS, fintech, and edtech. Seasoned in copyediting and developmental editing, having worked in publishing houses and managed freelance projects for e-book copyediting. Seeking to leverage expertise in content creation, SEO, and editorial leadership to drive impactful results in a dynamic organisation.

## EXPERIENCE

### Publishing Manager

**Notionpress | 2021**

- Served as a commissioning editor for 25 books, garnering positive feedback from multiple authors on LinkedIn, including bestsellers.

### Tax Analyst

**Pricewaterhouse Coopers | 2017**

- Tax Analyst with demonstrated ability to facilitate seamless adherence to government tax norms for multiple firms during tax regimes.

### Senior Officer

**Tata Capital | 2016**

- Tax Collaborated directly with COO to analyse daily sales data across India contributing to strategic plans based on KPIs for enhanced organisational performance.

## Freelance Projects

**MONTH 2019 - PRESENT**

- Demonstrated effective technical writing in crafting pitch decks, product specifications and e-mail newsletters for SaaS products.
- Performed meticulous copyediting and proofreading of manuscripts, ensuring grammatical accuracy for fiction and academic books.
- Wrote insightful articles on finance and economics, with a focus on fintech developments such as payment gateways security.
- Ascertained Linguistic Quality Assurance (LQA) through meticulous copyediting and proofreading of blog articles and optimising the content for SEO.