

**Marisha**

**Financial Content Writer | Capital Markets & Investments | Financial Analysis | SEO**

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## **SUMMARY**

Financial Content Writer with 6+ years of experience creating research-driven content across stock markets, investments, IPOs, financial planning and financial analysis. Produced nearly 2,000 financial blogs and articles across multiple financial-services clients, consistently translating complex financial concepts into clear, engaging and accessible content for investor audiences. Achieved more than 100% growth in organic traffic at TrueData through keyword research and on-page optimisation, while building a consistent readership through regular, relevant content. Bring a strong accounting and audit foundation, including CA training, supporting technical accuracy and depth in financial writing.

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## **PROFESSIONAL EXPERIENCE**

### **TrueData Financial Information Private Limited**

#### **Financial Content Writer | Remote**

*Sep 2022 - Present*

- Work as the Sole Financial Content Writer, researching and producing engaging blogs and articles covering stock markets, investments, corporate data analysis and relevant market developments.
- Produced 400+ financial blogs and articles, building a consistent reader base through regular, relevant and engaging content.
- Translate complex financial and stock-market concepts into clear, accurate and accessible content for investor audiences.
- Drive organic visibility through SEO-focused content, keyword research and on-page optimisation, contributing to more than 100% growth in organic traffic.
- Collaborate with multiple internal teams to ensure content aligns with company messaging, quality standards and industry guidelines.
- Independently manage content research, writing and delivery while maintaining accuracy, consistency and deadlines.

### **Fyers Securities Pvt. Ltd.**

#### **Financial Content Writer | Remote**

*May 2024 - Sep 2024*

- Created blogs and educational articles focused on technical analysis, fundamental analysis, stock markets and investor education.

- Simplified complex market concepts and analytical terminology into clear, reader-friendly content for investors.
- Conducted research and fact-checking to ensure financial content was accurate, relevant and informative.

#### **FinWizard Technologies Private Limited**

##### **Financial Content Writer | Remote**

*Feb 2021 - Oct 2023*

- Produced 1,000+ financial blogs and articles for the company's brands, Fisdome and Finitive, covering investment strategies, market analysis, IPOs and financial planning.
- Researched and translated complex investment and financial concepts into informative, engaging and easy-to-understand content.
- Used SEO and keyword strategies to improve search visibility, rankings and website traffic, with several articles achieving strong search rankings.
- Developed and maintained a consistent tone and writing style across content to strengthen brand identity and audience engagement.

#### **CreditMantri**

##### **Content Writer | Remote**

*Dec 2019 - Sep 2021*

- Created customer-focused financial content covering insurance, government schemes, credit information and related personal-finance topics.
- Researched financial subjects and converted complex information into simple, accurate and useful articles for customers.
- Collaborated with a team of writers to deliver updated, quality-focused financial content.

#### **EARLIER EXPERIENCE**

##### **NOCIL Limited, Mumbai**

###### **Accounts Executive**

*Mar 2014 - Nov 2015*

- Worked as part of the Central Accounting Team, handling branch and zonal accounts.
- Coordinated with zonal heads for weekly MIS compilation and management reporting.
- Managed account reconciliation and bank reconciliation activities for the Western Region.
- Gained practical experience in accounting, financial reporting and cross-functional coordination.

##### **N N Vyas & Co. / Thakkar Parekh & Associates, Mumbai**

###### **Articleship / Team Lead - Audit**

*Sep 2007 - Mar 2012*

- Completed professional articleship with N N Vyas & Co. and Thakkar Parekh & Associates.
  - Led an internal-audit team for a client and reported findings to management.
  - Developed foundational expertise in accounting, auditing, financial statements, controls and business processes.
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## **CORE SKILLS**

### **FINANCIAL & MARKET EXPERTISE:**

Capital Markets | Investments & Investment Strategies | Technical Analysis | Fundamental Analysis | IPOs | Financial Planning | Corporate Data Analysis | Investor Education | Financial Research

### **CONTENT & SEO:**

Financial Content Writing | Blog Writing | Storytelling | SEO | Keyword Research | On-Page Optimisation | Fact-Checking | Editing & Proofreading

### **FINANCE & ACCOUNTING:**

Financial Analysis | Accounting | Auditing | MIS Reporting | Reconciliation | Taxation

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## **EDUCATION & PROFESSIONAL QUALIFICATIONS**

### **CA - Professional Education Examination (PE-II)**

Institute of Chartered Accountants of India (ICAI) | May 2007

### **CA - Professional Education Examination (PE-I)**

Institute of Chartered Accountants of India (ICAI) | May 2004

### **Bachelor of Commerce (B.Com.)**

Mulund College of Commerce, Mumbai University | 2003-2006

**63.57%**

### **Higher Secondary Certificate (H.S.C.)**

Mulund College of Commerce, Maharashtra Board | 2002-2003

**75.17%**

### **Secondary School Certificate (S.S.C.)**

Saraswati Education Society, Maharashtra Board | 2000-2001

**77.33%**