

# Yogeeta Sharma

✉ sharmayogeeta07@gmail.com | ☎ 07519686177 | 📍 Brighton, UK | 🔗 linkedin.com/in/yogeetasharma/

**Work Authorization:** Full UK Working Rights | No Sponsorship Required

Creative and meticulous Content Writer, Editor, and Copyeditor with over 4 years of diverse experience in digital content creation, editorial review, and SEO-driven writing. Adept at producing, refining, and managing high-quality content across multiple industries, including iGaming, lifestyle, technology, and legal domains. Skilled in adapting tone and style to varied brand voices, collaborating with cross-functional teams, and optimizing content for digital platforms. Proven expertise in maintaining editorial consistency and accuracy under tight deadlines.

## ⚙️ Core Competencies

**Content Writing & Editing**  
**SEO Optimization & Keyword Research**  
**Proofreading & Editorial Review**  
**Content Planning & Strategy**  
**Fact-Checking & Quality Assurance**  
**Brand Voice Adaptation**  
**Social Media Content Creation**  
**Research & Analytical Writing**  
**E-learning & Virtual Classrooms**  
**Academic Instruction & Curriculum Design**  
**Customer & Stakeholder Communication**  
**Time & Task Management**

**Tools:** SEMrush, Ahrefs, Google Keyword, Wordpress, Grammarly, MS Office, Google Workspace, Google Analytics

## 👛 Professional Experience

### Stickyeyes

United Kingdom

CONTENT WRITER

April 2023 – Present

- Wrote SEO-optimized, audience-targeted content across diverse niches including iGaming, lifestyle, automotive, tech, and sports.
- Incorporated keyword research and SERP analysis to improve article ranking.
- Produced conversion-focused ad content aligned with brand voice and digital marketing goals.
- Performed thorough fact-checking, applied brand style guides, and ensured content clarity and coherence.
- Managed quick turnaround deliverables while maintaining tone consistency and editorial accuracy.

### University of the People

Remote

ADJUNCT INSTRUCTOR

June 2024 – Present

- Taught English Composition to undergraduates, emphasizing academic writing and research skills.
- Provided editorial guidance to students, supporting their content development skills.
- Delivered personalized feedback and maintained high engagement in virtual classrooms.
- Designed assessments aligned with learning objectives and institutional standards.

### Ontrak Recruitment and Training

Brighton, United Kingdom

CUSTOMER SERVICE ASSISTANT

August 2023 – Present

- Delivered excellent customer support by resolving inquiries and guiding commuters through real-time updates.
- Used internal CRM and communication systems for issue tracking and safety protocol management.
- Maintained a clean, efficient environment and provided frontline service aligned with customer experience standards.

### mStarlex Solutions Pvt. Ltd

Gurugram, India

LEGAL CONTENT WRITING ANALYST

July 2022 – January 2023

- Created legal content and visa-related articles using structured formats and compliance checks.
- Monitored international legislation and synthesized updates into client-ready materials.
- Delivered high-volume, accurate copy under strict deadlines.

## Ascent International School

TGT ENGLISH TEACHER

- Developed and delivered curriculum-aligned lesson plans for secondary school students.
- Conducted evaluations, progress reporting, and digital class coordination via Google Classroom.

Greater Noida, India

July 2021 – April 2022



## Education

---

### Galgotias University

PH.D. IN ENGLISH

Thesis Title: Power Dynamics in Interview Discourse and Gendered Communication

Greater Noida, India

August 2021 – Present

### IGNOU

MASTERS IN ENGLISH

Delhi, India

June 2016 – May 2018

### IGNOU

BACHELORS IN ENGLISH

Delhi, India

August 2013 – June 2016



## Publications

---

### Decoding Dominance: Power Structures in Media Narratives

ESP INTERNATIONAL JOURNAL OF SCIENCE, HUMANITIES AND MANAGEMENT STUDIES

### Spoken Discourse Analysis for Feminist Interviews

SPECIALUSIS UGDYMAS

### Historical Evolution of Interview Power Dynamics

INDIAN JOURNAL OF NATURAL SCIENCES

### Voices of Change: Feminist Activism and Gender Equality

MFW 2024 CONFERENCE



## Soft Skills & Interests

---

- Attention to Detail & Critical Thinking
- Editorial Precision & Quality Assurance
- Communication & Team Collaboration
- Leadership & Time Management
- Yoga & Athletics (National/Regional Medalist)