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## **Professional Summary**

BBC-trained screenwriter and digital content strategist with 10+ years of cross-platform writing experience across e-commerce, SEO, technical documentation, and narrative-driven brand storytelling. Expert in translating complex technical subjects into accessible, high-authority content. Skilled in WordPress publishing, HTML formatting, AI-search optimization, and analytics-driven content refinement. Combines narrative engineering with data-backed SEO to produce content that ranks, converts, and educates.

## **Core Competencies**

- SEO-optimized content writing
- AI search optimization (ChatGPT, Perplexity, AI Overviews)
- WordPress publishing & HTML editing
- Technical writing & complex topic simplification
- E-commerce & DTC content strategy
- Schema-aware content structuring
- Cross-platform narrative design
- Analytics-driven content improvement
- Editorial leadership & mentoring

## **Professional Experience**

### **SHED MEDIA SCOTLAND / BBC SCOTLAND**

*Screenwriter – Prime-time Drama 2014–2016*

- Wrote for *EastEnders*, *River City*, *Doctors*, and *Holby City*, generating ~13 hours of broadcast-ready content.
- Translated complex emotional and social themes into accessible, high-engagement scripts.
- Developed narrative systems that sustained long-running audience retention — a discipline now applied to SEO and educational content.

## **ORIGIN / CLOUD9 / INNOVATION QUOTIENT/WEBLANKAN (Colombo)**

*Senior Creative Writer & Content Strategist 2010–2026*

- Produced SEO-optimized articles, product descriptions, landing pages, and cross-platform campaigns for tech, retail, and service brands.
- Managed WordPress content pipelines, including formatting, layout, media optimization, and mobile responsiveness.
- Collaborated with designers and developers to create cohesive UX-aligned content.
- Led junior writers; established editorial standards for clarity, accuracy, and SEO performance.
- Engineered content for search visibility using keyword research, metadata optimization, and internal-linking frameworks.

## **IMAGE INC. (India)**

*E-Learning Content Developer & Screenplay Artist 2006–2009*

- Created technical and educational scripts for animation and design libraries.
- Simplified complex design and technology concepts for non-technical audiences.

## **Education**

**MA Television Fiction Writing** — Glasgow Caledonian University **BA (Hons) Electronic Art & Post-Production VFX** — University of Wales Additional studies in Computer Systems Engineering, Neural Networks, and Information Systems.

## **Technical Skills**

WordPress, HTML, Google Analytics, Google Search Console, SEO tools, schema markup familiarity, CMS workflows, AI-search optimization, content testing, metadata structuring.

## **Selected Achievements**

- Recognized as a **British Prime-Time Television Screenwriter**.
- Created the *Effigy Play* series and pioneered the “Paranatural” narrative genre.
- Patent holder for early high-volume data-transfer technology.