

# Vidisha Gupta

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## Professional Summary

A results-driven editor, writer, and publishing professional with 4+ years of experience in manuscript editing, content development, and publishing workflows. Adept at developmental editing, line editing, copyediting, and proofreading, with a strong foundation in SEO, metadata optimisation, and accessibility standards (W3C/WCAG).

(I DO NOT REQUIRE VISA SPONSORSHIP)

## Key Skills & Competencies

- **Editorial & Publishing:** Manuscript Development | Copyediting | Proofreading | Developmental Editing
- **Digital & SEO Content:** Keyword Optimisation | Metadata Structuring | CMS (WordPress, Wix, Drupal)
- **Publishing Standards:** W3C/WCAG Compliance | ONIX for Books | HTML & Web Accessibility
- **Content Strategy:** Reader Engagement | UX Writing | Academic & Literary Editing
- **Project & Team Management:** Editorial Workflows | Cross-Functional Collaboration | Deadline Management
- **Languages:** English (Fluent), Hindi (Fluent), Urdu (Bilingual), Japanese (Limited Working)

## Technical & Industry Tools

- **Editorial & Writing:** MS Word, Google Docs, Scrivener, LaTeX
- **Publishing & Metadata:** Adobe InDesign, XML, ONIX for Books
- **SEO & Content Optimisation:** Ahrefs, Google Analytics, SEMrush
- **AI & NLP for Content:** ChatGPT, Jasper AI, Grammarly Pro, Hemingway Editor
- **CMS:** WordPress, Wix, Joomla, HubSpot, Drupal

## Certifications

- **Metadata for Book Publishing** (Optimising metadata for discoverability and distribution in publishing.)
- **Web Accessibility for Developers** (Implementing W3C & WCAG standards for inclusive digital content.)
- **HTML, CSS & JavaScript: Building the Web** (Applying front-end web technologies for content structuring.)
- **Teacher of English to Speakers of Other Languages (TEFL)** (Designing ESL content & instructional strategies.)

## Work History

### ChangeTheWorldWithKaryn

SEO Writing Intern (Remote)

London, UK  
September 2024 – January 2025

- Created SEO-optimised articles, increasing website traffic by 35%.
- Conducted keyword research, improving search rankings for targeted terms.

### Self-Employed

Freelance Writer, Editor & Proofreader (Remote)

India, UK, USA, Canada  
January 2021 – December 2024

- Edited 250+ pieces, including 3 fiction novels, 1 biography, and a mental health journal.
- Increased brand visibility by 70% through SEO-driven content and metadata optimisation.
- Managed CMS platforms (WordPress, Wix, Drupal), ensuring mobile responsiveness and accessibility.
- Applied W3C/WCAG accessibility standards, enhancing content navigation and readability.
- Worked with international clients and gained proficiency in Indian, British, American, and Canadian English styles.

### Edinburgh Student Literary Journal

Associate Editor (Hybrid)

Edinburgh, UK  
November 2023 – August 2024

- Edited 150+ academic essays, improving clarity, structure, and coherence.
- Reduced manuscript submission backlog by 40%, optimising editorial workflow.
- Boosted online engagement by 30% through strategic formatting and accessibility improvements.

### byteEDGE Learning Private Limited

Content Development Officer (On-site)

Gurugram, India  
June 2022 – January 2023

- Led content strategy for an ed-tech platform, increasing user engagement by 35%.
- Streamlined content production workflows, reducing turnaround time by 30%.
- Conducted accessibility research, improving compliance with publishing standards by 15%.

## Education

### MSc Literature and Modernity – 1900 to the Present (Grade: Merit)

The University of Edinburgh

Edinburgh, UK  
September 2023 – September 2024

### BA (Honours) English (GPA: 8.9)

Guru Gobind Singh Indraprastha University

Delhi, India  
August 2019 – May 2022