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Portfolio of S. Rajapriya

What Can I Do for You?

Hi, I'm S. Rajapriya, a freelance content developer from India with over 15 years of experience in writing across multiple niches. I specialise in crafting professional, audience-focused content that improves SEO, enhances search engine rankings, and builds strong connections with your target audience. My content is designed to help you reach your goals, whether it's boosting sales or driving more traffic.

Here are a few things I can help you with

- Craft thought leadership articles to establish your authority in the industry.
- Write engaging blog posts that resonate with your target audience.
- Develop standout, professional website landing pages.
- Create compelling marketing content for websites, emails, and social media.
- Publish in-depth, research-driven e-books.
- Optimise your content strategy to improve reach and effectiveness.

Writing Samples

I've been writing content for brands like Darwinbox, Grip Invest, Groww, MRCC, Acko Insurance, Zuno Insurance, Policy Bazaar, INDMoney, GoDigit, PhonePe, ClickUp, HealthKart, Choice, Mindler, Edureka, Batik, Procol, Flat World Solutions, and many more in the past few years.

Take a look at some of my published content:

<https://darwinbox.com/blog/why-clean-data-hcm-systems-power-ai-success>

<https://darwinbox.com/blog/top-talent-management-challenges-in-2025-and-how-hr-leaders-can-solve-them>

<https://www.prnewswire.com/in/news-releases/acko-protects-individuals-families-and-seniors-as-demand-for-comprehensive-family-health-insurance-soars-302316529.html>
<https://choiceindia.com/blog/floating-interest-rate>
<https://www.healthkart.com/connect/how-to-stop-doomscrolling/>
<https://www.mindler.com/blog/building-a-personal-brand-online-tips-for-gen-z-professionals/>
<https://www.perks.tech/blogs/prioritise-employee-mental-health-to-prevent-burnout>
<https://www.procol.io/blog/implementing-digital-procurement-in-manufacturing-industry/>
<https://www.flatworldsolutions.com/IT-services/nextjs-development-services.php>
<https://www.edureka.co/blog/javascriptexecutor-in-selenium/>
<https://mrccedtech.com/immersive-healthcare-learning-360-videos-unleashed/>

Below is a sampling of the content I've written over the years:

Banking

[Personal Bank Loan](#)
[Corporate Financing Vs](#)
[Investment Banking](#)
[Financial Institutions in SCF](#)
[Space](#)

Finance

[Deep Tech Stocks](#)
[ELSS Vs SIP](#)
[IPO GMP](#)

Insurance

[Comprehensive coverage](#)
[Smart Drive Motor Insurance](#)
[Top 5 Term Insurance Plans](#)

Technology

[DevOps Engineer Vs SRE](#)
[Most Popular MLOPs Tools](#)
[Axios in React](#)

B2B

[What is FP&A](#)
[Asset Management Software](#)
[Remote Internal Communication](#)

EdTech

[Physics - Single Slit Diffraction](#)
[Adaptive Learning](#)
[EdTech in K-12](#)

Fashion

[Neurocosmetics](#)
[Best Tanning Oil](#)
[7 Ways to Moisturize Curly Hair](#)

Health

[Magnesium supplements](#)
[Men's Health](#)
[Hypothyroidism Vs](#)
[Hyperthyroidism](#)

Travel

[Darjeeling for Couples](#)
[NewZealand Student Visa](#)
[Dubai Desert Safari](#)

HR

[Managing Seasonal Workforce](#)
[Landing Page - Talent](#)
[Management Software](#)
[HRIS Functions](#)

SaaS

[Moxie Alternatives](#)
[Sync Google Calendar with](#)
[Apple Calendar](#)
[Procurement Management Plan](#)