Gitanjali Soni

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WORK EXPERIENCE

Serp Sci, Content Writing Intern   Sep 2022 – Oct 2022

- Produced over 10 SEO-optimized articles for WordPress and Medium, carefully researching each topic and structuring content to attract organic traffic while improving reader engagement.
- Conducted keyword research using Google Trends and Ubersuggest to optimize content for search visibility.
- Collaborated closely with marketing and design teams to ensure all content aligned with brand guidelines, maintained a consistent tone of voice, and maximized impact for readers.
- Revised and enhanced website copy and article structure to improve readability, flow, and user engagement, resulting in measurable increases in average session duration.

SELECTED ARTICLES

1. Book Recommendation System   ↗

Walkthrough of building a Book Recommendation System using the Goodreads dataset. Covers data cleaning, content-based filtering, similarity scoring, and insights gained from handling real-world data, alongside next steps in strengthening NumPy skills.

2. Introduction to Matplotlib: The Core of Data Visualization in Python   ↗

Introduces Matplotlib's Figure–Axes system and demonstrates essential plots—line, bar, scatter, and histogram. Explains customization, styling principles, and beginner-friendly visualization techniques.

3. What Is Kafka? A Beginner-Friendly Guide to Real-Time Data Streaming   ↗

A beginner-friendly guide to Apache Kafka and real-time data streaming. Explains core concepts (producers, consumers, topics, partitions, brokers, replication) and practical use cases. Covers installation, producer-consumer demos, Kafka Streams, and monitoring, plus project ideas for hands-on practice.

SKILLS

- Content Writing: Blogs, articles, website copy
- SEO Strategy: Keyword research, on-page optimization
- Technical: HTML, CSS, WordPress
- Research Analytics: Topic research, content accuracy, engagement tracking

EDUCATION

2021 – 2024	BSc (Computer Science), Disha Bharti College	(GPA: 7.2/10)
2024 – 2026	MCA, Lovely Professional University	(GPA: 7.3/10)

ACHIEVEMENTS

- 2nd Place — College Tech Quiz: recognized for analytical and reasoning skills.
- 3rd Place — AI Speech Competition: awarded for clear, confident delivery of technical topics.