

NUTAN PAWAR

Content Writer & Marketer

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SUMMARY

Results-driven Content Marketer and Copywriter with over 6 years of experience creating content that engages audiences, ranks on search engines, and drives conversions. I specialize in developing content strategies, writing SEO-optimized articles, and crafting compelling copy for landing pages, newsletters, whitepapers, and video scripts. With a background in software engineering, I bring a tech-savvy, analytical approach to content development, with strong skills in social media management, email marketing, and a deep interest in PR and advertising. Passionate about using content to empower and support businesses in making a meaningful impact.

EDUCATION

Pune Institute of Computer Technology

Bachelor of Engineering in Information Technology
2010 - 2014

SKILLS

- Copywriting
- Email Marketing
- SEO Optimization & Storytelling
- Journalism and Interviewing
- Business Writing
- Content Writing and Content Planning
- Social Media Marketing
- Video and Podcast Scripts

INTERNATIONAL PRINT FEATURES

- Alpinist Magazine Edition 2023
- Outside Online's Gym Climber Edition 2022
- Climbing Ascent's Annual Edition 2021
- Wired for Adventure 2021 Issue
- [Check my portfolio for more](#)

PROFESSIONAL EXPERIENCE

Copywriter to Content Manager

AdventureTripr | August 2024 - February 2025

- Promoted to Content Manager within 3 months.
- Secured first-page Google ranking within the top 10 results for pillar and trip pages through SEO-optimized, detailed content.
- Responsibilities: Kickstart Email Marketing (Market Research, Analysis, Ideation, Planning, and Writing Emails).
- Create SEO-optimized pillar pages and tour content.
- Develop social media strategy and collaborate with other teams.

Freelance Copywriter

Freelance | 2020 - Present

- Creating and planning content strategies for clients in the outdoor, travel, and health industries. Clients: 57Hours, AdventureTripr, Sunnto India, TalentInc etc.
- Responsible for market research, conducting interviews, and content ideation.
- Create research-heavy blogs, newsletters, white papers, social media posts, and more.
- Written for international publications like Intrepid, Travel & Leisure, UKC and Outside. [My portfolio](#).

Content Writer to Content Head

Trek The Himalayas | 2018 - 2021

- Got promoted from Content Writer to Content Head within 2 years of joining.
- Served as an all-rounder in Content Marketing.
- Managed content strategy and curation across platforms, including website, emails, YouTube, and social media.
- Conceptualized, directed, and wrote video scripts for YouTube/IG videos and reels.
- Featured on RadioFM with RJ Malishka in 2021.
- Led two Himalayan treks, presented a YouTube video, and participated in expeditions.

Software Engineer (2014 - 2018)