

# PRANAV HARISH

## CONTENT & DIGITAL MARKETER

Experienced content writer, marketer, and copywriter highly skilled in spearheading a team of in-house content writers and designers. Adept at creating a content strategy for marketing campaigns and publishing creative content for social media, blogs, and newsletters by complying with SEO guidelines. Proficient in deploying marketing tools to optimize and update the content for increasing organic traffic, drive engagement and enhance the overall user experience.

### CONTACT INFORMATION

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### KEY SKILLS

- Content Writing
- Copywriting
- Keyword Optimization
- SEO & SMM
- Blog Writing
- Email Marketing
- Editing & Proofreading
- Team Management
- Interpersonal Skills
- Adaptable and Flexible

### TECHNICAL SKILLS

- WordPress
- Webflow
- Google Analytics
- SEMrush
- SMM tools
- Webmasters
- Google Adwords

### EDUCATION

KU Leuven, Leuven, Belgium  
M.S. Neurobiology, 2016

PESIT, Bangalore, India  
B.E. Biotechnology, 2014

### CAREER HISTORY

#### LEAD CONTENT MARKETER

*Butlr Health | June 2020 - present*

- Formulate marketing strategy and develop a marketing plan that supports business objectives
- Conduct research and SEO guidelines, using creativity and data-driven insights to create, write and edit content for blogs, emails, Ebooks, and social channels
- Write high-quality content articles related to health and wellness
- Oversee content writing team, delegate assignments, edit work for grammatical proficiency and quality of content
- Set-up a content marketing and distribution strategy from scratch for an early-stage startup
- Design the layout of the email messages for marketability and ease of viewing on various platforms
- Create, edit, and optimize pages of evergreen content in order to improve the SEO ranking for specific keywords.
- Track weekly site ranking and visits through Google Analytics and SEMrush to improve organic searching
- Create an operational schedule for processing content to meet deadlines
- Create campaigns for Facebook, Instagram, Twitter, LinkedIn

#### CONTENT & DIGITAL MARKETING EXECUTIVE

*Bikat Adventures | January 2019 - May 2020*

- Create and optimize content for blogs, articles, newsletters, social media, and marketing campaigns
- Content categorization, structure, development, and distribution to ensure its consistency with the voice, style, and tone of the company
- Develop a calendar for each campaign, determining budget allocation, outlining story themes
- Wrote persuasive copy for advertisements, brochures, websites, and social media posts
- Create a content strategy & detailed plan for Social Media Channels - Facebook, Instagram, YouTube
- Web analytics, conversion rate & PPC Ad optimization, SEO
- Supervising writers and editors; ensure best practices in grammar, messaging, writing, and style