



Prachi Gupta

Content and Copywriter

My Contact

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 [LinkedIn Profile](#)

Check Out My Work

- [Author Profile](#)
- [Portfolio](#)

Skills

- WordPress
- Canva
- Mailchimp
- Blog Writing
- News Writing
- Copywriting
- Editing
- Research
- Keyword Research
- Project Management
- Communication
- Project Management
- Leadership

Education Background

- IGNOU - MA English Literature
- Delhi University - BA English Literature
- Presentation Convent Sr. Sec. School - Schooling

About Me

I have 2 years of experience in the content marketing industry and have worked both as a Content and Copywriter. In addition to working full-time, I have also worked as a freelancer with B2B SaaS companies and digital marketing Agencies.

Professional Experience

1) Leverage Edu | Associate-Content Marketing
Dec'2022 - Present

Key responsibilities:

- Wrote SEO optimised blogs and ranked them higher on SERPs.
- Have led various projects and wrote various types of content that helped increase the traffic on the website.
- Revamped older blogs and improved their rankings.
- Handled CMS like Wordpress and other in-house CMS of the company.
- Researched organic keywords successfully.
- Used to cover the latest news in study abroad and finance category.
- Edited blogs and helped the writers improve the quality of their blogs.

2) Gharobaar | Content & Copywriter

March'2022 - Dec'2022

Key responsibilities:

- Was responsible for keyword research
- Wrote SEO optimised blogs
- Used to write copy for LinkedIn, Instagram, WhatsApp Ad Campaigns, and email marketing.
- Was responsible for company's newsletter which entailed every aspect of it - ideation, creation and scheduling of the newsletter.
- Brainstormed on creative marketing ideas and was responsible for creating content strategy.

Projects

- IGNOU project- Created content strategy and did keyword research.
- University pages- Researched competitors to improve the content quality and suggested ideas to improve company's in-house CMS.
- Fly project - Created content strategy for company's two new verticals and did keyword research.