



Highlights

- Scripted over 60 viral videos surpassing a million views each.
- Led a YouTube channel from 1.5 million to 6 million subscribers in 2.5 years.
- Wrote over 2,200 high-ranking articles in the tech, legal, health, finance, business and entertainment niches.
- Built targeted content marketing strategies to increase traffic by an average of 10%-20% per month.

Education

2018

Classical Hatha Yoga Teacher
Isha Foundation

2015

Conversion Copywriting Expert
Freelance Writers' Den - Carol Tice

2014

Growth Hacker Marketing Professional
Growth Hacker Marketing - Ryan Holiday

2013

Human Behavioral Psychology
Stanford University, US

2008

B.E. in Electronics & Telecom
VIT, Mumbai University

Expertise

- Content writing
- Script writing
- Conversion copywriting
- Product strategy
- SEO
- Interviewing sources
- Project Management
- Wordpress
- Sales Funnel Design
- Infographics

Prashant Bajpai

Transformational Content Creator

A creative writer with 12+ years of in-house and agency experience who seeks to inspire and transform through my words. I'm tough on fluff and write copy that you just can't get enough of.

I am a caregiver/problem solver disguised as a writer. I apply marketing psychology and NLP to demystify what your customer needs and simplify communication to make them feel like a partner in every decision they make.

Every visit to your page must feel like a homecoming for them.

Experience

Feb 2023 - Nov 2023

Kristi Jane LLC

Lead Copywriter

- Crafted 200+ compelling articles, posts, marketing materials, and web pages for a diverse client base
- Performed market research on industry trends, and ensured alignment with brand messaging and strategy to drive organic growth and audience engagement.
- Implemented specialized SEO tools to create impactful outlines and drove 80% of client pages to secure the top 15 Google ranking.
- Wrote a series of thought leadership articles for a career consulting firm on job search and career change strategies, resulting in a 30% increase in monthly page views.

Sept 2022 - Dec 2022

Chatfuel

B2B Copywriter

- Simplifying chatbot technology for easy access through blogs, newsletters, and social media posts.
- Optimizing machine learning by refining chatbot scripts.
- Assisting in refining product communication at all stages of our buyers' journey.
- Helping with social media strategy.
- Write advertising copy designed to effectively reach customers in the appropriate target markets to promote products and services.
- Research what aspects will make products and services more appealing to customers to maximize the number of sales.

Jan 2020 - Feb 2023

Satvic Movement

Lead Scriptwriter and Educator

- Conceptualized and scripted over 60 viral videos with most of them surpassing a million views each.
- Helped with content strategy for the YouTube channel, which went from 1.5 million subscribers to 6 million subscribers.
- Helped design, gamify and facilitate 55 online transformational health workshops ranging from 2,000 to 20,000 participants per workshop.
- Core part of Instagram marketing team creating content, captions, and reaching out to influencers to set up podcasts.
- Built the WordPress blog from scratch creating over 50 blogs.

Contact

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Mumbai

Languages

English

Hindi

Key Niches

- Tech
- Legal
- Business
- Finance
- Health
- Entertainment

2019 - 2020

Levity.AI

Technical Writer & Copywriter

- Simplified AI and ML technical content to create documentation for customer troubleshooting.
- Interviewed thought leaders in the AI space to craft impactful content.
- Helped refine AI product marketing efforts and designed sales funnels.
- Worked with guest writers (many of whom have no formal training in writing) to organize and refine articles.
- Assisted with copywriting and advertising layout.
- Wrote, designed, and created eBooks, website content, blog post on AI optimization.

2014 - 2018

Venture Beat

Sponsored Post Writer

- Composed an average of 12 stories monthly for print news and an additional online edition by using research notes, assignment details and other resources, getting an average of 10,000 views per month.
- Built targeted content marketing strategies and sales funnels to increase traffic by an average of 10%-20% per month.
- Specialized copywriting for startups, MSMEs, and big businesses.
- Conducted interviews with thought leaders in the tech entrepreneurship arena.
- Highly adept with WordPress, keyword research and SEO.
- Trained and ran a team of multiple writers across the world.

2012 - 2014

Yahoo Finance Singapore

Content Writer

- Led the Finance Blog team for Yahoo Finance, iMoney, and e27.
- Worked with finance and real estate consultants to determine a topic based on their expertise, tie it in with what our audience would want to read, and create a cohesive narrative based on fact as well as the author's unique anecdotes and insights.
- Used various proprietary unpaid methods to grow our readership. Created relationships with other publications to syndicate our work, secured interviews with top thinkers and created a specific marketing plan for each post.
- Excelled in Google Analytics, Google AdWords, and SEO.

2011 - 2012

Star Movies, Fox Networks

Marketing Associate

- Scripted over 50 commercial promos for movie campaigns
- Organized and hosted movie premieres, coordinated with PR teams.
- Part of the core team leading the campaign strategy for the Oscars movie season.
- Lead copywriter for campaign marketing creatives including newsletters, posters, standees, and banners.

Hidden Superpowers I Can Unleash If Needed

- Holistic Health Educator
- Nutritionist
- Classical Yoga Teacher
- Skilled Motivator and Team Builder
- Guitar Player