

## Madhuparna Deb

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Summary: Content Marketing Professional with Over 6 Years of Experience in EdTech and FinTech | Specialising in SEO Strategy and Content Performance Analytics | B2B SaaS & B2C Marketing | Proficient in HubSpot, SEMrush, G4 Analytics, and WordPress

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### Work Experience

#### Sonovate (FinTech SaaS)

Content Marketing Lead, London

Aug 2022 - May 2023

- Developed a comprehensive content strategy addressing different stages of the customer journey. This included blog posts, newsletters, whitepapers, case studies, webinars, and social media content.
- Managed and coordinated various content marketing initiatives, leveraging HubSpot's CMS to automate and streamline publishing across multiple platforms.
- Managed content creation and worked over 50 SEO-optimised blogs, long-read articles and content on web pages that drove a 79% increase in organic traffic and 25% increase in lead generation.
- Responsible for developing, maintaining, and executing a comprehensive content calendar, ensuring the ideation, creation, publication, and distribution of engaging content across multiple channels to meet strategic marketing objectives.
- Orchestrated a robust social media strategy and social media calendar for the brand and C-suite executives, yielding a substantial increase in LinkedIn and Twitter engagement – attracting an additional 4,000 visitors and 34,811 page views in 6-7 months
- Collaborated effectively with various cross-functional teams, ensuring content was aligned with the brand's voice and objectives, resulting in a 22% improvement in overall content performance metrics
- Utilised tools like SEMRUSH, Google Analytics, HubSpot, Google Search Console, and G4 Analytics to measure the content marketing KPIs
- Implemented data-driven strategies by utilising HubSpot's analytics tools to monitor key performance indicators such as click-through rates, engagement, and conversion metrics, resulting in improved campaign effectiveness.
- Managed relationships with multiple vendors including designers, video producers, and freelancers to create engaging and impactful non-text-based content such as infographics, videos, and interactive media, resulting in a 30% increase in user engagement.
- Managed the content budget, efficiently allocating resources to different content types and vendors, which ensured the smooth execution of content strategies.

#### Azent Overseas Education (EdTech SaaS)

Content Editor, India

(Nov 2018- June 2021)

- Worked on 100+ articles, blogs, and website content for the organisation that attracted over 30,000 organic visitors a month within 1 year (WordPress)
- Implemented scalable content strategies, facilitating cross-departmental engagement and driving unified brand messaging.
- Created and maintained a dynamic content calendar to ensure consistent publishing across all platforms, leading to increased brand awareness and engagement across the globe
- Devised email drip campaign using Sendy(newsletter application) that generated 18K subscribers and an average open rate of 43%.
- Implemented YouTube marketing; editing 500+ users subscribed to the YouTube channel within three months, spending 2000+ minutes watching the content
- Re-defined brand positioning by curating new articles, emailers, newsletters, and marketing collaterals that generated good open and click rates, helping in driving B2B and B2C users down the marketing funnel and reactivating lost users
- Identified content gaps, researched to keep content up-to-date on the platform, performed competitor analysis and curated new content within strict deadlines.

- Worked on 350+ College, Scholarship and Student Visa essays for students applying for overseas admissions every month.
- Managed cross-functional collaborations, playing a pivotal role in aligning content strategy with commercial and educational goals.
- Orchestrated project timelines and deliverables, aligning content production with marketing objectives and stakeholder expectations.
- Implemented best SEO practices, maintained CRM records and prepared reports in CRM, managed content projects and issues using JIRA
- Measured content performance through metrics like Google Keyword Planner, Google Analytics, Ahrefs, SEMrush

### **IStar Skill Development Pvt. Ltd. (NSDC Funded EdTech Start-up)**

Content Developer (Apr 2018- June 2018)

- Developed skill development content for sectors like Banking, Sales, IT, Logistics, Hospitality, and skill development programs across various industries
- Prepared content based on instructional design methodologies
- Co-ordinated closely with a team of content developers and senior content experts for daily tasks
- Conducted instructional research and analysis on learners in this age group

### **Access1 Solution Digital Marketing Pvt. Ltd. (Digital Marketing Service Start-up)**

Senior Content Writer (May 2017- Sep 2017)

- Developed and executed content strategies across digital channels, enhancing brand visibility and online presence.
- Collaborated with key stakeholders to align content with business objectives, ensuring product and service accuracy.
- Produced and optimized SEO content, including articles, blogs, and social media posts, to increase organic search rankings.
- Created marketing materials like brochures and flyers, supporting promotional efforts and brand messaging.
- Utilized Google Analytics and SEO tools to analyze and improve content performance, coordinating with marketing and SEO teams to meet project goals.

### **Focus Edumatics (EdTech Company)**

Senior Content Developer (Sep 2015-Mar 2017)

- Prepared course content on English, Biology, and Maths for K-12 Curriculum and SAT practice papers
- Managed a team of content developers, overseeing project delivery and ensuring adherence to educational content standards and commercial objectives.
- Conducted performance reviews, fostered skill enhancement and offered constructive feedback, contributing to the development of educational content and the professional growth of the team
- Led cross-functional team meetings to streamline communication and enhance project efficiency.
- Coordinated educational content projects, ensuring alignment with pedagogical goals and market trends.
- Validated proofreading and QC of existing content assets

### **Ugam Solutions**

Content writer (Apr 2015 – Jun 2015)

- Ideated, conceptualised and wrote product descriptions for various e-commerce portals like Amazon, Flipkart and Croma

### **Education:**

**MSc Management from the University of Glasgow**

Jan 2021- Jan 2022, Grade: 2:1

- Awarded Adam Smith Business International Scholarship - 7500 GBP

**Bachelor of Technology in Biotechnology Engineering, DGPA: 8.4**

**Technical Skills:** WordPress, HubSpot, HTML, Zoho CRM, Jira, Sendy, MS Office, Mailchimp, Google Analytics, Google Search Console, Google AdWords, Facebook and YouTube Marketing, Ahrefs, SEMrush, ClickUp, Miro