

ARJUN GUPTA
Content Strategist, Editor & Writer

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PROFESSIONAL SUMMARY

With **5 years of experience in content writing, editing and strategy**, working at a technology consulting company partnering with organisations including Google, Shopify, PayPal, HP, Marketo and Alteryx, I **reduced average draft creation time and improved the productivity of writers** with optimised team workflows using Gemini.

Awarded 'Team Player' for **consistently making an impact** and going the extra mile to ensure that team goals and objectives are achieved, I'm now looking for opportunities to **contribute to the long-term digital growth** of an industry-leading organisation.

WORK EXPERIENCE (5 Years, 2 Months at Grazitti Interactive)

Content Strategist | July 2022 - Sept 2024

- **Reduced average content draft creation time by 45% and improved team productivity by 33%** with the integration of Google Gemini into workflows
- Conducted in-depth analysis of available AI tools with the Product Manager for content writing and editing by comparing and contrasting features and feasibility
- Trained a 20-member content team in industry best practices for AI-enabled content creation before rolling out Gemini into team and individual workflows

Assistant Content Team Lead | July 2021 - June 2022

- **Increased leads generated by 23%** from the website of the company's best selling B2B SaaS integration product with the strategic revamp of website content
- Led a team of 3 writers and created a positive & collaborative work environment to partner with marketing, product & sales teams and finalise content drafts
- Created homepage content and edited supporting web pages to attract and engage web visitors and delight them into becoming loyal customers

Senior Content Writer | July 2020 - June 2021

- **Drove a 19% increase in website form submissions** from the company's data science, analytics and business intelligence services webpage
- Collaborated with marketing, product & sales teams to build an in-depth understanding of the data science, analytics and business intelligence offering
- Led the creation of highly-engaging content, including webpages, case studies, datasheets, infographics, webinar, podcast & video scripts, and whitepapers

Content Writer | July 2019 - June 2020

- **Achieved 100% on-time creation and the delivery of highly-engaging content** to support the web marketing of the company's digital marketing services offering
- Trained in industry best practices and efficient workflows for effective inbound, content, social media and email marketing and received HubSpot certifications
- Created high-quality, engaging blog posts, articles, eBooks, press releases, whitepapers, email and social media posts for LinkedIn, X (Twitter) and Facebook

TOOLS USED

- **Content Management Systems (CMS)** - WordPress, Wix
- **Writing** - Google Docs, Sheets & Slides and Microsoft Word, Excel & PowerPoint
- **Artificial Intelligence** - Gemini Advanced, ChatGPT
- **Communication** - Slack, Google Workspace
- **SEO & Analytics** - Google Trends, Semrush, Moz, Google Analytics 4
- **Design** - Canva, Venngage, Piktochart
- **Project Management** - Trello, Jira, Zoho

EDUCATION

Master of Arts in International Relations | Middlesex University, Dubai (UAE)

Sept 2017 - December 2018

- Grade - UK Merit
- Relevant Coursework - Research Skills, Content Analysis
- Award - Presented master's research dissertation at Middlesex University's Annual Student Research Symposium, supervised by Dr. Belisa Marochi, PhD

Bachelor of Arts in Tourism Management | Bharathiar University, India

August 2011 - November 2014

- Grade - First Class
- Coursework - Marketing & Advertising, Human Resource Management
- Award - Certificate of Merit for Academic Proficiency at Bharathiar University

LANGUAGES

- English - Proficient
- French - Basic
- Hindi - Native
- Sanskrit - Basic

HOBBIES

- Travelling to the Himalayas
- Reading About World History
- Studying Stoic Philosophy