

ARJUN GUPTA

CONTENT STRATEGIST

DETAILS

ADDRESS

Panchkula
India

PHONE

+919871867525

EMAIL

indiansoldier1992@gmail.com

LINKS

[LinkedIn](#)

[Portfolio](#)

SKILLS

Content Writing

Content Marketing

Content Strategy

Google Analytics 4

Leadership

LANGUAGES

English



Hindi



SUMMARY

I build content strategy that drives business growth across industries, and I've been doing this for 7 years now. Creating content for high-performing web pages, blog posts, email, social media posts and videos, I manage and mentor writers.

I ensure technical and grammatical accuracy, while tracking content performance through tools such as Google Analytics 4. I have been awarded for 'consistently making an impact' at Grazitti Interactive.

HubSpot-certified, I hold a postgraduate degree in International Relations from Middlesex University, London. I'm open to full-time opportunities.

EMPLOYMENT HISTORY

Content Strategist, Grazitti Interactive

India (Hybrid)

Aug 2022 — Mar 2024

- Built an effective content strategy by assisting the manager with the marketing of company products and services through web pages, blog posts, social media posts, video, as well as email
- Ensured the publishing of technically accurate and grammatically correct content for social media platforms such as LinkedIn, Instagram, X (Twitter) and Facebook
- Repurposed published content into high-performing formats such as video and infographics
- Created a training plan for new writers joining the team
- Tracked website metrics and high-performing assets on Google Analytics 4 to build an effective promotional content strategy

Assistant Content Team Lead, Grazitti Interactive

India (Hybrid)

Jul 2020 — Jul 2022

- Enabled the effective content marketing of services such as data science, analytics and Salesforce-based in-house company products
- Managed and mentored a team of 2 writers
- Wrote and edited content for formats such as blog posts, eBooks, infographics, video scripts, and more
- Tracked content performance and presented the analysis to higher management

Senior Content Writer, Grazitti Interactive

India (Hybrid)

Jul 2019 — Jun 2020

- Identified new topics for the effective content marketing of products and services such as data science, analytics, Salesforce, eCommerce, and online communities
- Wrote technically accurate and grammatically correct blog posts, eBooks, infographics, social media posts and video scripts, and published content on WordPress

- Strategized, researched and wrote content for an eLearning website focusing on training college students in Salesforce, QA, Full Stack and DevOps
- Planned, researched and wrote content for third-party websites such as DZone
- Tracked content performance and presented analysis to the manager to build an effective promotional strategy

Assistant Manager, L N Petro Chem Pvt. Ltd.

India (On-site)

May 2014 — Aug 2017

- Assisted the Managing Director with the formulation and editing of national company policies
- Enabled the Technical Director to deliver presentations to prospective customers about company products and services
- Wrote content for product brochures, PowerPoint presentations and marketing videos
- Established and maintained contact with the high commissions of South Asian countries where the company's products were in use
- Managed company website and social media accounts on LinkedIn, X (Twitter), Facebook, and YouTube

EDUCATION

M.A. International Relations, Middlesex University

Sep 2017 — Dec 2018

- Graduated with Merit
- Nominated by Supervisor Dr. Belisa Marochi to present thesis on the 'Implications of the Rise of China for the Security Dynamics in the Indo-Pacific' at Middlesex University's Annual Student Research Symposium

B.A. Tourism and Travel Management, Bharathiar University

Apr 2011 — Mar 2014

- Graduated First Class
- Awarded Certificate of Merit for Academic Proficiency
- Submitted Project Report on 'Tourism in the Nilgiris: Opportunities and Challenges for Development'

COURSES

Content Marketing, HubSpot

Social Media, HubSpot

Email Marketing, HubSpot

Inbound Marketing, HubSpot