

NIRALI DESAI

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PROFESSIONAL EXPERIENCE

Sunrise Senior Living

Remote

SEO Copywriter

Apr 2025 - PRESENT

- Write SEO-optimized landing pages, blogs, and “product-style” community descriptions for over 250+ communities nationwide, driving an 80% increase in organic sessions and a 164% rise in users
- Translate complex, regulated healthcare topics into clear, trustworthy content that meets compliance standards while maintaining warmth and brand voice
- Edit and humanize AI-generated copy to ensure accuracy, emotional resonance, and brand alignment
- Conduct keyword and competitor research to inform SEO metadata, guide new content strategies, and optimization opportunities, leading to improved visibility and search rankings for target pages
- Collaborate with sales, design, and web teams to create a content calendar, support campaigns, and produce high-converting, localized content aligned with brand voice and business goals
- Stay current on algorithm updates and leverage analytics to refine key, top-performing articles—including one blog that grew more than 33k% in traffic following SEO optimization

A Place for Mom

Remote

Sr. Copywriter

Apr 2023 - Dec 2024

- Developed clear, compelling B2B and B2C copy for articles, websites, email campaigns, landing pages, and social media while adhering to brand standards to drive high-quality engagement
- Collaborated with marketing, brand, product, and design teams to help ensure brand consistency and maintain two core content libraries, increasing organic sessions by 56% and 43%
- Conducted keyword research to optimize meta tags and copy using SEO best practices, driving an 80% increase in organic traffic to destination pages and a 6% increase to articles
- Edited junior copywriters and provided feedback on brand style, grammar, SEO practices, and tone

Copywriter

Jun 2021 - Apr 2023

- Created and published SEO-driven copy, contributing to the company achieving the #1 Share of Voice rank among top five competitors and a 2.7x market share increase
- Researched complex industry topics and distilled key insights into digestible content tailored to target audiences across the user journey to boost engagement and conversion
- Produced five of the top 50 lead-generating articles, including the highest-converting article of 2021, which was cited as a key resource by *The New York Times Wirecutter*
- Led content strategy and tracked analytics for destination pages, developing style guides and scalable templates that drove 100K+ sessions in a single month, contributing to an early promotion

World Trade Center KC & Senior Resource Center for Douglas County, Inc.

Kansas/Missouri

Marketing Communications & Social Media Internships

Jan 2020 - May 2021

- Contributed to social media, newsletters, and branded print content, increasing engagement and visibility across channels

EDUCATION

University of Kansas

Lawrence, KS

Bachelor of Science in Journalism, Focus on Strategic Communication | Minor in Sociology

RELEVANT SKILLS AND VOLUNTEER EXPERIENCE

American Red Cross – Special Projects Lead

Trained interns · Drafted press releases, media alerts, blog posts, and stories · Facilitated media calls

Skills and Certifications – AP Style | A/B Testing

AI Copy Editing | Semrush | GA4 | Figma | Asana
Keyword Research | MailChimp | HubSpot