

NIRALI DESAI

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WORK EXPERIENCE

A Place for Mom

Remote

Sr. Copywriter

Apr 2023 - Present

- In addition to site copy, develop high-conversion copy for a weekly e-newsletter and partner with cross-functional teams to perform A/B tests, increasing clicks by 10% among 300k+ subscribers
- Collaborate with content strategists and designers to maintain high-visibility across two core article libraries, leading to an increase in sessions of 56% for independent living and 43% for memory care
- Conduct keyword research and apply SEO best practices, driving an 80% increase in organic traffic to destination pages and a 6% increase to articles
- Develop video scripts, UX copy, and visually engaging graphics to boost user engagement
- Edit and mentor four junior copywriters, providing feedback and guidance on research, style, and tone

Copywriter

Jun 2021 - Apr 2023

- Developed high-conversion copy for landing pages, community descriptions, and destination pages to achieve #1 SoV rank across top five market competitors and 2.7x organic market share vs. competitors
- Crafted and revised 50 well-researched articles to target key audiences across the sales funnel, boosting brand reputation, expertise, and conversion
- Produced 500+ tailored community descriptions for high-profile clients to enhance engagement
- Authored five of the top 50 lead-generating articles and the highest converting article of 2021, leading to hundreds of leads and increased website traffic
- Led copywriting strategy and crafted intuitive templates for destination page optimization, resulting in 100k+ sessions within a month, which led to a promotion within a year

Senior Resource Center for Douglas County, Inc.

Lawrence, Kansas

Marketing & Communications Intern

Jan 2020 - Jun 2021

- Collaborated on the design and layout of a monthly magazine, edited copy, and wrote a column
- Crafted social media and email marketing campaigns, increasing social media following by 25% and email engagement by 15%

World Trade Center Kansas City

Kansas City, Missouri

Social Media & Marketing Intern

Jan 2021 - May 2021

- Crafted high-quality content, increasing social media impressions by 18% within 5 months
- Developed and managed social media campaigns and a content calendar, increasing social media following by 30% across platforms
- Spearheaded the creation of a monthly e-newsletter providing timely updates to board members, stakeholders, and strategic partners, enhancing communication and engagement

EDUCATION

University of Kansas

Lawrence, KS

Bachelor of Science in Journalism, Focus on Strategic Communication

Minor: Sociology

RELEVANT SKILLS AND VOLUNTEER EXPERIENCE

American Red Cross – *Special Projects Lead*

Trained interns · Drafted news releases, media alerts, blogposts, and stories · Interviewed board members and volunteers · Facilitated media calls with local news outlets · Updated the region's social media presence

Skills

AP Style | SEO | HubSpot | WordPress | Semrush | Google Analytics | Google Search Console | MailChimp | Hootsuite | Sprout Social | MS Office | Google Workspace | Canva | Figma | Adobe Creative Cloud | Optimizely CMP | Monday.com | Slack