

NIRALI DESAI

785-861-5343 | niralidesai98@gmail.com | niralidesaiportfolio.com | linkedin.com/in/niralidesai98

PROFESSIONAL EXPERIENCE

Sunrise Senior Living

Remote

SEO Copywriter

Apr 2025 - PRESENT

- Own blog content strategy and editorial direction, managing a freelance contributor from topic assignment through final edit while documenting workflows to keep production on track
- Write, optimize, and manage landing pages, articles, and community descriptions for nearly 200 locations nationwide, driving an 80% increase in organic sessions and a 164% rise in users
- Optimize for search and AI discovery through keyword research, competitor analysis, and metadata strategy — producing measurable ranking gains including a 33,000% traffic increase on one blog post
- Partner with PR, social media, and design teams to coordinate content across channels — scoping creative assets for blogs, newsletters, and campaigns — and support content planning and execution
- Interview internal and external experts, community members, and stakeholders to develop blog posts and campaign content that center audience needs and build trust
- Track and report on content performance against defined KPIs using GA4 and Google Search Console, translating data into actionable insights that inform strategy and optimization
- Lead monthly email newsletter strategy, developing content themes, writing copy, and collaborating with cross-functional teams to align messaging with broader campaign goals
- Translate complex, regulated healthcare topics into clear, trustworthy content that meets compliance standards while maintaining warmth and brand voice

A Place for Mom

Remote

Sr. Copywriter

Apr 2023 - Dec 2024

- Developed clear, compelling B2B and B2C copy across articles, websites, emails, and landing pages, maintaining two core content libraries that grew organic sessions by 56% and 43%
- Conducted keyword research and SEO audits to optimize meta tags and copy, driving an 80% increase in organic traffic to location-based destination pages
- Loaded, managed, and optimized content in WordPress to maintain accuracy, support publishing workflows, and ensure timely delivery
- Edited junior copywriters and provided structured feedback on brand voice, grammar, SEO best practices, and tone — building team capability and content quality

Copywriter

Jun 2021 - Apr 2023

- Created SEO-driven content that contributed to the company achieving the #1 Share of Voice rank among top five competitors and a 2.7x market share increase
- Produced five top-50 lead-generating articles, including the highest-converting article of 2021 — cited as a key resource by *The New York Times Wirecutter*
- Led content strategy and analytics tracking for destination pages, developing scalable style guides and templates that drove 100K+ sessions in a single month, earning an early promotion

SKILLS & TOOLS

Content & Strategy: SEO & AEO | Blog & Editorial Leadership | Landing Pages | Email Marketing & Newsletter Copywriting | Content Calendar Management | AP Style | AI Copy Editing

Tools: SEMrush | GA4 | Google Search Console | WordPress | Figma | Asana | HubSpot | Mailchimp | Jira | Slack | Monday.com | Canva | A/B Testing

EDUCATION

University of Kansas

Lawrence, KS

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