



VIDHYA KRISHNAN

CONTENT MARKETER | CONTENT STRATEGIST



SUMMARY

Content marketer and strategist with 6+ years of experience specializing in data-informed storytelling, and AI-enhanced content development. Experienced in crafting educational resources for SaaS and enterprise audiences that drive engagement and improve learning outcomes. Skilled in streamlining workflows and designing user-centric materials that support scalable product education.



EXPERIENCE

Pepper Content

Remote

Freelance Writer

03/2024 - 09/2024

- Collaborated with SMEs to develop tailored content strategies aligned with client goals and brand voice
- Created long-form assets for SaaS clients (like Sprinklr), ensuring clarity, relevance, and consistency across content pieces
- Supported internal workflows by organizing and managing content repositories, improving accessibility and collaboration

Zoho Corporation

Chennai, India

Content Writer

05/2019 - 09/2022

- Crafted and executed strategic monthly and annual content plans for Zoho Books, driving a **22% increase in product engagement** and supporting cross-functional marketing goals
- Produced long-form educational articles under Essential Business Guides, contributing to a **30% growth in organic traffic** and enriching SME brand trust
- Designed and published a variety of formats including 10+ **infographics**, authored articles, and video scripts to reinforce user education across multiple touchpoints
- Led keyword research and SEO audits using Ahrefs, Google Search Console, and Web Analytics—resulting in **featured snippets** and improved visibility on high-intent queries
- Managed Zoho Books' social media presence, boosting audience interaction by **40%** and amplifying product positioning through timely campaigns
- Collaborated with design and development teams to refine website UX, while drafting the skeletal framework for the Tax Guides microsite to enable scalable SEO integration

Valued Epistemics

Chennai, India

External Content Developer

11/2018 - 03/2019

- Developed compelling SOPs for higher education aspirants, showcasing expertise in crafting engaging content for academic audiences.

MyStyle Communications

Remote

Web Content Writer/ editor

09/2018 - 11/2018

- Created website and brochure content tailored to brand tone and audience needs. Edited diverse content formats and drafted press releases to support client requirements.



CONTACT

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Hyderabad



SKILLS

Content Creation ·
AI-powered Content Strategy ·
Corporate Communications ·
Content Promotion · Data Analytics ·
Adobe Photoshop ·
Adobe Premiere Pro · MS Office ·
SharePoint (Zoho WorkDrive)



KEY ACHIEVEMENTS

• Content Engagement Boost

Increased content engagement by 40% through optimized SEO strategies and targeted content distribution.

• High-impact Articles Created

Developed over 30 high-impact articles, generating 20% increase in website traffic at Zoho.



CERTIFICATES

ISTQB certified tester

Indian Testing Board

The Strategy of Content Marketing

University of California, Davis
(Via Coursera)



EDUCATION

Indian Institute of Journalism and New Media

Post Graduate Diploma in
Multimedia Journalism

01/2015 - 01/2016

Chhattisgarh Swami Vivekanand Technical University, Bilai

Bachelor of Engineering (B.E.),
Computer Science

01/2011 - 01/2015



EXPERIENCE

IBT Media

Writer

Bangalore, India

06/2017 - 10/2017

- Curated news content for the digital platform, staying up-to-date on industry trends and developments.

The New Indian Express

Trainee sub-editor

Chennai, India

05/2016 - 05/2017

- Edited, designed, and published regional print editions with precision and attention to detail.
- Researched and reported engaging stories for The City Express supplement, showcasing strong storytelling skills.