

SUMMARY

Digital marketing professional with over **3 years of experience**, primarily working as a **Content Writer** delivering high-quality, search-optimized content that improves organic visibility and user engagement. Strong hands-on experience in **SEO**, including keyword research, on-page optimization, content audits, and performance tracking. Proven ability to develop and execute effective **content strategies**, manage **social media marketing**, and lead **content creation** initiatives aligned with business and SEO goals. Experienced in **team leadership**, collaborating with writers, designers, and marketers to ensure consistent brand voice, timely delivery, and measurable growth across digital channels.

KEY SKILLS

- SEO-Optimized Content Writing
- Content Strategy & Planning
- Keyword Research & Search Intent Analysis
- Competitor & Market Research
- Copywriting (Ads, Web, Social)
- On-Page SEO Optimization
- Guest Posting & Outreach
- Backlink Building & Off-Page SEO
- Content Performance Optimization

TECHNICAL SKILLS

- Google Ads (Search & Display)
- Meta Ads (Facebook & Instagram)
- Web Analytics & Reporting
- SEO Tools (Keyword & Performance Tracking)
- Campaign Performance Analysis

Soft Skills

- Team Management & Leadership
- Cross-Functional Collaboration
- Strategic Thinking
- Client Communication

Education

- **Master's in Sociology** - IGNOU - 2019 - 2021
- **B.A. (Eng. Lit & Sociology)** - Allahabad University - 2015 - 2018

Certifications

Digital Marketing and Communication Aug '24 - Feb '25

UpGrad X MICA

Meta & Google Ads, SEM/SMO, Web Analytics, SEO, WordPress, Competitor Research

Specialization in Marketing Analytics Feb '25 - May '25

UpGrad x MICA

Predictive Analytics, SQL, Marketing Data Analysis, Tools: Clever Tap, Teltek Case Study

PROFESSIONAL EXPERIENCE

Content Writer May '25 - Present

BRB Digital Noida, Uttar Pradesh

- **Led end-to-end content creation**, delivering SEO-optimized blogs, website copy, ad creatives, and scripts while mentoring writers to maintain quality and performance standards.
- **Collaborated with clients and cross-functional teams** to align content with brand voice, campaign goals, and audience needs, achieving **90%+ client satisfaction**.
- **Conceptualized high-performing content ideas** across social, ads, and video formats to drive consistent, high-impact messaging across digital channels.

Content Writer Jan '24 - Feb '25

Fountainhead International B.V. Noida, Uttar Pradesh

- Crafted & executed SEO-driven content strategies utilizing keyword research, on-page optimization, & search intent analysis to enhance organic visibility & engagement, resulting in a **significant increase in content-led lead generation**
- Mentored & guided writers in conducting content reviews & **SEO audits**, enhancing content quality & ensuring brand consistency across blogs, websites, & portfolio
- **Expanded organic reach** through guest posting on high-authority platforms and managed **YouTube content optimization** (titles, descriptions, tags) to enhance search rankings and audience engagement.

Content Writer Jul '23 - Dec '23

Diam Technosoft Noida, Uttar Pradesh

- Enhanced lead generation for US-based client Perfect Clicks by producing SEO-optimized blogs & high-impact social media content, managing 5 weekly posts across multiple platforms including Waterside Events, Crumb Cakes, & **Sound Therapy Guy**, & editing video reels using CapCut to significantly boost client visibility

Content Writer Jul '22 - Jul '23

Scribit Solutions Noida, Uttar Pradesh

Led a team of writers, developed SEO-optimized blogs, web content, and creatives using Canva

Content Writer./ Copy Writer Intern Feb '22 - Jun '22

Social Crawler Lucknow, Uttar Pradesh

Gained hands-on experience in copywriting for different clients, like Modern Gwala, and more.

Additional Projects

InnovationM- written Casestudies on their SareGama and Airtel Broadband project
FunkyFringe - Managing social media account, from strategies to content creation