

# NAINTARA GURUNG

CONTENT MANAGER-DIGITAL MARKETING STRATEGIST

## PROFESSIONAL SKILLS

Copywriting  
Corporate Blogging  
Copyediting  
Project Management  
Social Media Marketing  
Technical Writing  
Search Engine Optimization  
Email Marketing  
ASIN Optimization  
Google Analytics  
Ad Campaign Management  
Image Editing/Designing

## PERSONAL SKILLS

Creative Director  
Technical Competency  
Responsible  
People Skills  
Clear Communication  
Organized & Structured  
Multi-Tasking Potential  
Team Management  
Entrepreneur Mindset  
Fast Learner  
Self-Motivated

## REFERENCES

### JOHN BRITTO

Fab On Go LLC, Owner  
jb@fabongo.com

### ANUSH YASWANTH

Fab On Go LLC, E-Commerce  
Manager  
nik@fabongo.com

### SANGEETA GURUNG

Dharamshala Tours & Travels,  
Owner  
dharamsala\_tours@yahoo.co.uk

### GHADEER RAHHAL

CARCommerce, Founder  
ghadeer@garcommerce.co

### HELENA FORNELLS

The Culture Trip, Editorial Project  
Manager  
helena.fornells@theculturetrip.com

## PROFILE

Analyze competitive feeds and web metrics to integrate high level digital marketing strategies. Ensuring effective content production that is search engine optimized, in both written to visual & print to digital format.

## EXPERIENCE

### CONTENT MANAGER

Fab On Go LLC | June, 2019 - Present

- Enforced content guidelines after thorough brainstorming, conduct regular checks for monitoring content visibility
- A+ content development for multiple brands, keyword optimization per ASIN listing on Amazon
- Evaluate content productivity, design content layout as per business/client requirements with the team
- Social media marketing for multiple e-commerce clients on various channels - Instagram, Facebook, YouTube and Pinterest
- Organized editorial calendars, content analytics using multiple content management tools, and ad campaign management

### COPYWRITER - CONTRACTUAL

GARCommerce | November, 2019 - December 2019

- Competitive keyword analysis, technical documentation, blog writing and copyediting
- Creating catchphrases and general taglines for brand marketing
- Email marketing using Klaviyo during holiday season for lead generation

### DIGITAL MARKETING ASSOCIATE

Dharamshala Tours & Travels | April 2015 - July 2017

- Blog writing, drafting newsletters and email marketing using Zoho Ad Campaign, analyzing website content using Google Analytics
- Shortlisting images, and producing long-form content as a destination expert by developing multiple itineraries as per client's requirements, conducting destination overviews with local travel guides
- Copywriting for sales conversions, social media marketing, website content curation and HTML formatting

## EDUCATION

Bachelor in Environmental Science  
FERGUSSON UNIVERSITY, PUNE

## CONTACT

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Skype: gurung.naintara1993

## JOURNALIST - INTERN (REMOTE)

CultureTrip.com| October 2015 - December 2015

- Worked with the design team in order to build informational content as per site requirements, studying Facebook insights to promote blog posts
- Create high quality original content for website, email blasts, external and internal newsletter, social media posts etc.
- Creating engaging and shareable travel content alongside image formatting on WordPress
- Promoting blog content across social channels for B2B marketing, ideating different content forms, tones & styles that is industry specific

### Contact

<https://theculturetrip.com/authors/naintara-gurung/>

## WRITING ANALYST

PEPPER CLOUD| Jan 2019 - Jan 2020

- Single-hand sourcing for research material to curate whitepaper manuals using documentation tools
- Product description texts, blog writing and keyword optimization
- Software documentation to create technical guides

## FREELANCE COPYWRITER

Phoenix SEO LAB| March 2019 - April 2019

- Creating catchphrases and general taglines for brand marketing
- Citing CTA for landing pages, and curating informational blog posts
- Generating long copy & short copy content for brand awareness

## FREELANCE JOURNALIST

Aaj Ka Anand - Life 365| March 2013

- Editing and proofreading content
- Submitting editorials for the daily newspaper
- Conducting face to face interviews with Dr. Pradeep Nair & Dr Anand Alurkar
- Conduct research, interview local sources for in-depth articles, both analytical and creative profiles