



# Shruthi Krishnan

## Content Marketer

A Chemical Engineer turned writer with over five years of experience working with digital marketing teams. My professional experience across B2C, B2B SaaS company and agency has made me peculiarly versatile in content creation. I am extremely passionate about bringing a brand's voice alive and driving engagement through diverse forms of content across various digital touchpoints.

## Experience

12/2021 - 07/2024

Zoho Corporation | India

### Content writer

- Author of [Zoho Recruit blog](#)
- Curating strong SEO content for organic reach for web pages and landing pages
- Create content for lead and customer nurturing emails.
- Curating sales collateral - product decks, presentations, brochures, competitor comparison docs,
- Email campaigns for nurturing prospects
- Create gated content for generating leads - ebooks

07/2020 - 12/2021

Skill-Lync | India

### Content writer

- Develop captivating copies for digital ads
- Social media content and strategy - from constructing a social media strategy to presenting it across different mediums - ads, carousels, videos and static posts.
- PR - Organize ideas, write and proof read content for newspaper articles.
- Ideate newspaper ads.
- Execute targeted promotional campaigns for bottom funnel leads - landing pages, emails and digital ads.
- Content editor for blogs.
- Sales enablement - emails, brochures and presentations.

2019 - 2020

Ting - digital marketing agency | India

### Copywriter

- Branding - Create brand persona, understand target audience, develop big idea and strategise content across different sectors including television channels, banks, products, FMCG.
- Curate content plan for media giants' social channels including Zee Tamil and Sun Network
- Write compelling, brief and informative copies.
- Work with designers and video editors to deliver content in varied formats.
- Understanding the client requirements and managing resources to deliver effective content.

## Projects

### Internship - Technical Content Writer - Zoho Corporation

- Freelance blogs for RoarCF MMA, Coursebook
- White paper content for RCI Digital Solutions
- Social media marketing for Iron Tribe Fitness, Edit hybrid Fitness,

## Contact

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### Email

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Toronto, ON, M5A 0X6

## Education

2019

**Bachelor of Technology** 7.46  
**(Chemical Engineering)**

Sri Venkateswara College of Engineering

2014

**Higher Secondary School** 80%

P.S. Senior Secondary School

## Skillset

- SEO
- Digital marketing
- Content strategy
- Copywriting
- Analytics
- Research
- Social media
- Digital ads
- Blogging
- Email marketing

## Languages

English - full professional proficiency

Tamil - full professional proficiency