

Manish Kumar

Content Strategist & Marketer

Strategic and innovative Content Strategist with about 5 years of experience in developing and managing comprehensive content strategies. Ability to enhance brand presence, drive audience interaction, and meet business goals through a data-centric approach to content creation and optimization. Skilled in leading teams, analyzing market trends, and applying insights to develop narratives that resonate with target audiences.

EXPERIENCE

SI-Global, New Delhi — *Senior Content Writer/Strategist*

MAY 2022 - JUNE 2024

- Design and implement content strategies across online platforms, aligning content initiatives with business goals and audience needs.
- Lead a team of writers and graphic designers to produce high-quality content, including blog/article posts, emails, WhatsApp, newsletters, infographics, videos, programme e-collaterals (such as Brochures and Ad Banners), and social media posts.
- Use content performance metrics (such as Bounce Rate, Open Rate, Click Rate, etc.) to modify strategies, increase content efficiency, and hit key KPIs.
- Conduct in-depth audience research and competitive analysis to inform content planning and drive engagement.
- Optimize content for search engines and user experience, utilizing SEO best practices and data-driven insights.

TalentEdge, Gurugram — *Content-SEO Executive*

OCT 2021 - MAY 2022

- Conducted keyword research and implemented SEO strategies to improve search rankings and drive organic traffic.
- Managed the content, from ideation to publication, ensuring timely delivery of high-quality content that supports marketing campaigns and product launches.

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SKILLS

- Content Strategy and Planning
- SEO and Keyword Optimization
- Social Media Management
- Email Marketing
- Analytics and Performance Tracking
- Content Management Systems (CMS)
- Copywriting and Editing
- Audience Development
- Campaign Management
- Influencer Collaboration

KEY ACHIEVEMENTS

- Contributed to an 80% increase in blog readership through engaging and SEO-friendly content at SI-Global in 6 months
- Assisted in executing a content

Areputation, New Delhi — Executive Content Writer

SEPT 2019 - June 2020

- Wrote and edited clear, compelling content for various digital platforms.
- Conducted thorough research to produce accurate and informative content.

GMV Yoga Pvt Ltd, New Delhi — Content Writer

DEC 2017 - JUNE 2019

- Wrote content for the organisation's website, aligning with their target audience.

EDUCATION

MCU Bhopal — MA Journalism

AUG 2020 - MAY 2022

- Scored 90%+ overall
- Started my news website, GANGATIMES.COM, which got huge appreciation from the faculty.

University of Delhi — BA (Hons) English

JULY 2014 - MAY 2017

- Completed Oxford English course
- Won medals in speech and article competitions

PROJECTS

GangaTimes.Com — Website

- Gangatimes.com is my personal website that I started during my journalism days.
- At its peak, the website got over 5-6 million users in a month.
- I have successfully led the social media and web campaigns of Ganga Times to create its online presence.

campaign that boosted social media followers by over 100%.

TECHNICAL SKILLS

- Content Management Systems: [e.g., WordPress, Blogger]
- SEO Tools: [e.g., SEMrush, Ahrefs]
- Analytics Tools: [e.g., Google Analytics]
- Project Management: [e.g., Jira]
- Social Media Platforms: [e.g., Facebook, Twitter, LinkedIn]
- Web Development Basic Level