

Data-Driven Marketer & Creative Writer

✉ highdopecontent@gmail.com

☎ +91 7358512446

🌐 www.linkedin.com/in/contentbygopal

📍 Chennai

Career Summary

With 3 years of experience in customer-centric / client-facing roles, Business Development, and 1+ year of experience as a content writer & in Digital marketing,

- I possess a diverse skill set encompassing blog writing, social media posts, **SEO**-optimized content, **copywriting** for **landing pages**, and ad creatives.
- I am well-versed in leveraging **AI technologies** such as **ChatGPT** to extract and optimize content, making it reader-friendly while boosting **search engine rankings**. My expertise lies in crafting engaging and informative content that captivates audiences and drives **organic traffic**.
- By incorporating **SEO strategies** and keeping up with industry trends, I have honed my ability to create content that not only ranks higher on search engine result pages (SERPs) but also resonates with readers, ultimately leading to increased conversions and success for businesses.

Skills • Keyword Research • Link Building • OnPage SEO • Strong Research • Website Design - WordPress + Elementor

Relevant Experience

Jun 2023-Present

LEAD OF CONTENT @ THE SOCIAL COMPANY

- Plan, develop, and execute content strategies
- Develop a brand voice and create writing guidelines
- Conduct keyword research
- Develop a content calendar
- Manage Content team workflow
- Use data from analysis reports to create actionable insight
- Report to the CEO and assess campaign performance
- Provide feedback to Content team members

GUEST BLOGGER (INTERN) @ IIM SKILLS

Jan 2023-Apr2023

- Write a 3000-word article for the specified keyword that is SEO-optimized.
- Doing an accurate competitor analysis
- Conducting thorough keyword research.
- Determine the primary, secondary, and LSI keywords and effectively embrace them in the content.
- Using the ARB approach to structure the information to captivate the reader while editing the text.
- submitting the content for review by the editorial team.
- Publication of the content on the website after approval.

SEO + CONTENT WRITER @ KCR CONSULTANTS

July 2022-Jan 2023

- Producing content that is SEO-optimized for the intended audience.
- Research the keywords and categorize them into primary, secondary, and LSI terms.
- Build pillar content and supporting articles to increase authority and pass link juice.
- Indexing the information to enable web page spiders to access it.
- Working on off-page SEO strategies to increase the website's traffic and Domain Authority, such as article submission, guest posting, and social bookmarking.
- Before publication, the article must be authorized by the chief editor and proofread.
- Regularly monitoring website traffic and making any necessary updates.

Familiar Tools: • Google Keyword Planner • Uber Suggest • Ahrefs • Google Search Console (GSC)

- Achieved exceptional results by delivering top-notch SEO services to agencies and businesses in the US and Australia.
- Spearheaded lead generation efforts using Sales Navigator and other extensions, consistently generating high-quality leads.
- Delivered value to prospects by implementing the SPIN method, fostering meaningful connections.
- Secured appointments with key decision makers, including CEOs and CTOs, to drive business growth and opportunities.
- Managed Email Marketing Campaigns for different regions.
- Collaborated seamlessly with cross-functional teams to exceed team targets, ensuring cohesive goal attainment.

PROJECTS

- Published 2 OnPage optimized content pieces every week.
- Ranked for 23 keywords generating 200 organic visitors every month.
- Crafted a compelling and high-converting landing page copy for optometrist trainer, effectively driving engagement and conversion rates.

CERTIFICATIONS

- Achieved Content writing training from IIM skills, on April 23.

ACCOMPLISHMENTS IN SEO & CONTENT WRITING

- Conducted thorough keyword research, on-page optimization, and link-building campaigns resulting in a **20% increase** in organic traffic for KCR Consultants in less than six months.
- Raised the website from DA 20 - DA 24 only with white-hat methodologies.
- Articulated more than 70+ articles on education that were ranked on the top page of SERP.
- Achieved my first paid freelancing project and got an appreciation for my content.

SALES PROFESSIONAL ACCOMPLISHMENTS

Business Development Executive @ Photon

Nov 2019-Jan 2021

- Cracked the first level of the deal with McKinsey & Company.
- Biogen - Handled the multi-national biological company from start to end.

Tech Sales Support Executive @ CSS CORP

Sep 2018-Sep 2019

- Appreciation from the customers for solving their quires.
- Got the highest number of CSAT (Customer satisfaction)

Tools Used for Sales: • LinkedIn Sales Navigator • Rocket Reach • Apollo.io • SignalHire • Hunter.io

LANGUAGE PROFICIENCY • English - Professional • Tamil - Native

DECLARATION

I, DO HEREBY CONFIRM THAT THE INFORMATION PROVIDED IS TRUE TO THE BEST OF MY KNOWLEDGE.

PLACE -

Digitally Sincerely,

DATE -

Gapalakrishnan