

# Saurabh Agarwal

+919284245948

[Saurabh04agarwal@gmail.com](mailto:Saurabh04agarwal@gmail.com)

[www.linkedin.com/in/saurabh-agarwal-248793188](https://www.linkedin.com/in/saurabh-agarwal-248793188)

---

## Objective:

Content Marketing Professional with 2 years of experience in B2B and B2C writing, SEO strategy, and team leadership. Seeking opportunities in a dynamic MNC where I can contribute to high-impact content initiatives, lead campaigns, and drive brand visibility through compelling storytelling.

Professional skills include adaptability with AI, keen eye to detail, expressiveness towards new ideas, strategies, and techniques

## Skills:

- Content Marketing
- Web Content Writing
- B2B Content Writing
- LinkedIn Ghost Writing
- Team Building
- Leadership
- Proofreading
- Content Editing
- Social Media Content Expertise
- Market Research and Analysis Expert
- Academic Writing
- SEO oriented Content Generation

## Summary:

- What began as a hobby turned into a calling — content writing has been at the core of every role I've explored.
- With 2 years of hands-on experience, I have written content that not only informs and engages, but drives traffic, builds trust, and generates leads. From scaling LinkedIn presence for founders to leading a team that delivered 200+ content pieces in 4 months, I've balanced creativity with performance.
- My toolkit includes everything from SEO tools like SurferSEO and ClearScope to AI platforms like ChatGPT and Gemini — but it's the research, storytelling, and strategy that set my content apart. I have written across industries — B2B, EdTech, FinTech, Precious Metals — and worked closely with global clients from the US and UK.
- I don't just write content. I build narratives, shape brand voices, and lead content efforts that make people stop, read, and act.

## **Professional Experience:**

**Realisieren Technologies Pvt Ltd**

**Feb 2024- till date**

**Content Lead and Writer**

### **Responsibilities:**

- Working in the Precious Metals Industry of the United States of America.
- Leading a team of 4 writers for a US-based Precious Metals brand, ensuring timely and high-quality content delivery across web, email, and social platforms.
- Integrated tools like SurferSEO, ClearScope, and ChatGPT to streamline SEO and AI content workflows.
- Specialized in prompt engineering for LLMs like ChatGPT and Gemini to produce optimized content briefs and reduce turnaround time
- Delivering high SERP ranking blogs and web pages that drive traffic and potential leads.
- Well versed with content marketing strategies across various mediums like Blogs, Email, and Social Media platforms like YouTube, LinkedIn, and Reddit.
- Created 212+ content pieces (Jan–Apr 2025), including blogs, banners, landing pages, and LinkedIn posts — contributing to a 20% rise in organic traffic.
- Specialized in content editing, proofreading, SEO Optimization, and Review and Research.

**Zucol Group Pvt Ltd (Pune)**

**Mar 2023 – Feb 2024**

**Academic Content writer**

### **Responsibilities:**

- Worked as an Academic Content Writer under educational services of Locus RAGS.
- Specialized in business research and analysis to create accurate results from various analysis mediums.
- Conducted analysis like SWOT, PESTLE, Porter's Fiver Forces, TWOS and others.
- Delivered 3,000 words daily with quality and minimal client feedbacks.
- Conducted thorough UK market and business research to create management major oriented content.
- Delivered AI and Plagiarism free content checked from tools like Turnitin and GPTZero.
- Excelled in a fast-paced working environment while ensuring team building and participation in office events.
- Extensively conducted thorough and data driven micro and macro environmental analysis of multinational companies like Shell, Sainsbury's, and Costco.

**Resume Gap: Feb 2022 – March 2023**

- Took a career break to co-manage a family restaurant, overseeing operations, finances, and staffing — developed leadership, inventory management, and customer handling experience.

**Master Marketing (Pune)****Mar 2021 – Feb 2022****On-Field Sales Person****Responsibilities:**

- Developed and executed targeted marketing campaigns, resulting in increase of client retention and sales volume.
- Gained subsequent knowledge about the electrical distribution market and its competitors.
- Collaborated with the operations team to create effective sales collateral and promotional materials.
- Handled the client base of PCMC, spanning from Rahatni to until Narayangaon, Pune.

**Education**

- Bachelors in Business Administration (BBA): From SPPU: CGPA – 7.77
- Higher Secondary Certificate (HSC): in science: 62%

**Languages**

- English – Professionally Fluent (C1)
- Hindi – Native (C2)
- Marathi – Conversational (B2)