

# MANAN AGGARWAL

## CONTENT WRITER

Engaging and creative writer with 3+ years of experience, skilled in SEO content writing, short-form content, long-form content, marketing and developing a unique brand voice. Increased clients' online traffic and user engagement by 60% over 11 month, resulting in 30% more lead generation.

### WORK EXPERIENCE

#### **Senior SEO Content Writer | Gush**

*Feb 2024 - Present*

- Working with US clients in strategising and providing optimized articles for various verticals and channels.

#### **Freelance Content Writer | Pepper Content**

*Feb 2023 - Present*

- Completed research-intensive SEO articles for clients like Adani Ent., PW, Park+, etc.

#### **Content Writer | Simpl**

*Mar 2023 - Jul 2023*

- Worked on new B2C and D2C product launch and handling all the marketing and finance content.

#### **Copywriter & Lead SEO Content Writer | Variance Marketing**

*Oct 2021 - Aug 2022*

- Consistently wrote 9+ Facebook Ads per week to generate fresh leads and increased revenue by 30%.
- Wrote well-researched 500+ SEO articles monthly for various niches to rank the website in the top 30% of searches.

#### **Blog Writer | Happenings LPU**

*Jun 2021 - Jul 2023*

- Structured content creation for promotional events which increased the audience engagement by 40% through blogs.

### SKILLS

- |                                       |                        |
|---------------------------------------|------------------------|
| • SEO Writing                         | • Persuasion           |
| • Copywriting                         | • Collaboration        |
| • Keyword Analysis                    | • Communication Skills |
| • Report Writing (RFP, DDQ, RFI, RFQ) | • Adaptability         |
| • Research and Drafting               | • Efficiency           |

### EDUCATION

#### **Computer Science Engineering | Lovely Professional University** 2020- 2024

- CGPA: 8.60
- Minor in Economics

#### **Intermediate | Lord Mahavira Academy**

*2019-2020*

- Percentage: 94.2%

### AWARDS AND CERTIFICATIONS

- Secured top 100 rank in India in English International Olympiad. (2019).
- Hosted and anchored university-level events.
- Won university level debate competition, "Demospeak 2021".
- Certified by NASBA and PMI in ESG Reporting and Investment Analysis



+917599122100



<https://www.linkedin.com/in/manan-agg>



[mananagg.me](https://mananagg.me)



[mananaggarwal457@gmail.com](mailto:mananaggarwal457@gmail.com)



Punjab, India