

SWARAJ ACHAREKAR

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EDUCATION

Yeshiva University, Katz School of Science and Health, New York, NY
MS in Digital Marketing and Media, GPA: 3.78, Expected May 2026

University of Mumbai, Mumbai, India
MA in Communication & Journalism, GPA: 3.82, October 2022
BA in Mass Media & Journalism, GPA: 3.30; September 2020

PROFESSIONAL EXPERIENCE

Content Writer & Social Media Executive, MotorOctane, Mumbai

July 2021 - June 2024

India's largest automotive YouTube channel with over 4 million subscribers and considerable presence on other social media sites.

- Spearheaded content marketing strategies, contributing to a 2400% growth in website traffic through SEO-optimized articles and social media promotion.
- Authored 5-6 daily articles on the Indian automotive industry, driving increased organic engagement and audience loyalty.
- Conducted keyword research and analyzed online search trends to optimize content creation and marketing campaigns.
- Developed and executed a Twitter growth strategy, achieving a 10,000+ follower increase and expanding reach.
- Coordinated with brand marketing and PR teams to execute influencer marketing campaigns and manage paid brand collaborations.
- Supported Instagram and YouTube teams by producing both short-form and long-form branded video content.

Freelance Content Writer, SportsKeeda

February - March 2020

A global sports platform covering major sports and reaching over 80 million fans monthly.

- Researched and wrote 8 E-sports articles for PMCO Finals 2020, contributing to audience engagement within the gaming community.
- Applied global E-sports marketing trends to create relevant, high-traffic content around PUBG Mobile tournaments.

Content Writing & Reporting Intern, Trap News, Mumbai

May - July 2019

Digital news media outlet with expertise in online news distribution.

- Created news articles and video scripts covering sports and politics, enhancing brand visibility across platforms.
- Developed a YouTube content series on the 2019 Cricket World Cup, driving over 1,000 new views within three weeks through targeted content strategies.

TECHNICAL SKILLS

- **Graphic Design Tools:** Canva, Microsoft Clipchamp, Adobe Photoshop, Adobe Premiere Pro
- **Digital Marketing & Analytics:** Google Analytics GA4, SEO Content Writing, Digital Campaign Management
- **Content Management Systems:** WordPress
- **Social Media Platforms:** Instagram, Facebook, YouTube, Twitter
- **Data Tools:** SQL (basic proficiency)
- **Productivity Tools:** Microsoft Excel, Microsoft Word, Microsoft PowerPoint

ACHIEVEMENTS

- 'Performer of the Month', MotorOctane, Mumbai – September & May 2023
- 'Most Disciplined Performer of 2023', MotorOctane, Mumbai – January 2024

ADDITIONAL ACTIVITIES

- Completed a Comprehensive Photography Course, Photographic Society of India, Mumbai – May 2017.
- Delivered multiple freelance photography assignments, producing high-quality marketing visuals under tight deadlines.