



ARCHITA MALVIYA

Marketing & Content Specialist

Results-driven Marketing and Content Leader with 5+ years of experience scaling traffic, engagement, and conversions for startups and SaaS brands. Built content and SEO engines from scratch, driving 100K+ monthly visitors and consistent lead generation through organic and paid channels. Known for crafting high-converting narratives, building cross-functional strategies, and growing brand presence across LinkedIn, YouTube, and marketplaces. Strong communicator with an eye for detail and a focus on performance, partnerships, and ROI-led marketing. Adaptable, data-driven, and experienced in leading teams and campaigns that deliver measurable growth.

EDUCATION

- BA LL.B. (Hons)
NLIU, Bhopal (2015–2020)

LANGUAGES

- English
- French (A2)
- Hindi

CONTACT

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PROFESSIONAL EXPERIENCE

- **Chisel** United States (Remote)
Head of Content & Marketing Manager Aug 2021 – Present

Chisel is the primary app for agile product management and product managers. This efficient software offers three main pillars: Roadmap management, Team alignment, and User research.

- Founding member leading the entire content and marketing function from **0 to scale**, increasing organic website traffic from **0 to 100,000+ monthly visitors** and growing LinkedIn followers from **0 to 5,500+ organically**, with **500,000+ impressions**.
- Defined and led brand messaging and positioning across all channels—including **website, LinkedIn, YouTube, Twitter, Quora, Atlassian, G2, Azure Marketplace**, and other marketplaces, ensuring consistency and alignment with product and audience needs.
- Built and executed a comprehensive SEO and backlink strategy, resulting in **400+ high-quality backlinks**, including from Canva and HubSpot, and significant gains in search visibility and authority.
- Authored and led content production for over **400+ long-form articles** and glossary pages, **300+ infographics**, and an AI-focused eBook titled “**AI and the Future of Product Management**”, which attracted **1,000s of reads** and drove **80+ product signups**.
- Created and managed all visual and written content, including **UX content, LinkedIn creatives, YouTube videos, infographics, and launch campaign assets**, ensuring high engagement across channels.
- Launched and managed **multi-channel campaigns** (including paid ads) for product updates and feature rollouts, increasing user acquisition and engagement.
- Led and executed partnership-driven content marketing strategies with organizations like Product School, Product Collective, The Product Folks, QuestionPro, and Trimeta, resulting in **50,000+ YouTube views** and significantly expanded brand reach.
- Produced **100+ blogs** for QuestionPro and Trimeta, growing their website traffic from **12K to 80K** monthly visitors through targeted SEO and content optimization.
- Built and managed a content-led lead generation engine through strategic collaboration with the Sales team, generating **10+ qualified meetings per month** via organic social and email funnels.
- Hired, mentored, and scaled a **high-performing content and SEO team**, ensuring alignment with business goals and editorial excellence.
- Conducted regular content audits, implemented **CRO best practices**, and optimized user journeys via targeted, conversion-focused content.
- Oversaw and grew Chisel’s digital footprint across platforms, including **LinkedIn, YouTube, Twitter, Quora, and WordPress**, contributing directly to growth, engagement, and product signups.

PROFESSIONAL EXPERIENCE

ACHIEVEMENTS

● 2025 – Present

- *Launched AI-aided video production pipeline*
- *Increased lead pipeline by 20% (via dripify campaign etc.)*
- *Optimized product listing marketplace SEO*

● 2024 – 2025

- *Produced 300+ AI-assisted infographics*
- *Published AI-tools comparison blog series*
- *Grew organic traffic by 30%*
- *Launched real-estate blog series*

● 2023 – 2024

- *Launched GPT-driven PM engine*
- *Built AI-powered email nurture funnels*
- *Expanded G2 marketplace presence globally*
- *Managed Paytm influencer video campaigns*

● Addtitans Pvt. Ltd.

Content & Marketing Manager

Remote

Jan 2024 – Jan 2025

- Led content marketing for major clients like **Paytm** and **NX Wave Credit Card**, executing influencer campaigns that generated 1M+ video views and boosted brand visibility across YouTube and Instagram.
- Created and managed **20+ social media content** calendars, resulting in **100,000+ organic impressions** and a **25% increase in engagement rates** across LinkedIn, Instagram, and Quora.
- Developed and delivered **100+ content assets**, including blogs, whitepapers, landing pages, and eBooks, contributing to a **35% uplift in lead conversions** for client campaigns.
- Executed end-to-end **SEO strategies (on-page and off-page)**, leading to a **30–50% increase** in organic traffic for key clients within **4–6 months**.
- Produced influencer content (scripts, captions, creative briefs) for campaigns with top-tier creators like **Abhi & Niyu** and **Bekifaayati**, helping drive CTR improvements of up to **40% on social content**.
- Collaborated with design and sales teams to ensure **brand-aligned messaging** across digital campaigns, improving consistency and increasing content effectiveness across touchpoints.

● Impactrix Ad Agency

Content & Copywriter (Freelance)

Remote

Jan 2024 – Apr 2024

- Developed and executed **SEO and PPC strategies** for real estate and healthcare clients, resulting in a **20–40% increase** in lead conversions and **30%+ growth** in organic traffic within **3 months**.
- Wrote and edited **50+ SEO-optimized blog posts** tailored to brand voice and business objectives, improving average **page time** and **reducing bounce rates by 15–20%**.
- Created and managed **5+ monthly social media content** calendars, driving **25K+ total impressions** and enhancing content consistency across platforms like Instagram and LinkedIn.
- Collaborated on ad creation, including copy and creative direction, contributing to **CTR increases of up to 35%** on paid social and search campaigns.
- Worked cross-functionally with **design, strategy, and client-facing teams** to align **messaging, visuals, and campaign goals**, ensuring integrated delivery across digital touchpoints.

● CirclePe (Freelance)

Content Strategist

Remote

March 2023 – May 2023

- Wrote SEO-optimized **40+ blog content**
- Led **SEO strategy** for website (on-page and off-page)
- Developed LinkedIn content calendars for founders and brand (**impressions 15k, with about 300+ post interactions**)
- Executed content strategy for **Quora and Reddit**

● Nira Fragrances (Freelance)

Digital Content Consultant

Remote

Jan 2024 – Jan 2025

- Co-created company website and **oversaw design and content development**
- Built and executed full content and design strategy
- Wrote **blog articles** and created **social media content**
- Managed **influencer marketing** efforts

ACHIEVEMENTS

2022 – 2023

- Published “AI and Future PM” eBook
- Improved free-trial conversion by 20%
- Scaled YouTube views to 10K+
- Optimized Core Web Vitals scores
- Streamlined Notion editorial workflows

2021 – 2022

- Joined Chisel founding marketing team
- Scaled website to 100K monthly visitors
- Secured 400+ authoritative backlinks
- Grew LinkedIn followers to 5.5K+
- Ran multi-channel paid-ad campaigns

2020 – 2021

- Founded Health Archiculates wellness Brand
- Drove 30%+ organic SEO traffic
- Executed PPC campaigns boosting conversions
- Published CMS (WordPress) based blogs

PROFESSIONAL EXPERIENCE

Hello Genee (freelance)

Content & PPC Associate

Remote

Jan 2024 – Jan 2025

- Developed **blog content** and **social media strategy**
- Created ad copies and collaborated on **graphics**
- Handled **PPC campaigns** and managed **SEO execution**

Health Archiculates

Founder & Content Creator

Remote

Dec 2022 – Present

- Built and managed a **personal wellness-focused content page**
- Collaborated with skincare brands **COSIQ** and **Earth Rhythm**
- Created **branded social media content** and campaign assets

Toprankers & Career Launcher

Legal Content Writer & Course Developer

Remote

Dec 2018 – Aug 2020

- Designed legal writing curriculum and resources for **CLAT aspirants**
- Authored **legal blogs, judgment analysis**, and Supreme Court judgment summaries
- Supported educational **content strategy for online legal platforms**

TOP SKILLS & TOOLS

Skills

- Content Strategy & Writing
- SEO (On-Page & Off-Page)
- Social Media Management
- Influencer Marketing
- PPC Campaigns
- Copywriting & Editing
- Cross-functional Collaboration
- Analytics & Content Optimization
- Creative Writing
- Ghostwriting
- Health content
- Lifestyle Writing
- Magazines
- Microsoft Office
- Online
- Video Marketing
- Research Skills

Tools

- Google Analytics, SEMrush, Ahrefs,
- Meta Ads Manager, Google Ads
- Canva, Figma,
- WordPress, HubSpot, Notion
- LinkedIn, Instagram, Quora, Reddit