

# Mamta Kashyap

Content Marketing | SEO | Brand Communications

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🌐 Gurugram

Enthusiastic and results-driven brand communication specialist with over **9 years** of experience in content marketing and SEO. Crafting and managing brand images across healthcare, lifestyle, travel, and entertainment industries. Expertise in developing research-rich, keyword-optimized content and engaging copy for various digital platforms including CRM, ATL, BTL, social media, websites, YouTube, and other search engines to maximize reach, engagement, and conversion.

## Strengths

- Content Strategy & Management
- Brand Calendar Management
- Ad Copywriting
- SEO Writing & Optimization
- Social Media Advertising
- Data Analytics
- Video Content Production
- Content Asset Development
- Editorial Oversight

## Experience

- **Asst. Manager, Content Marketing | C K Birla Healthcare** 2022 - present
  - Edit & curate content and copies for C.K.Birla Hospitals, Birla Fertility & IVF and Birla Trust Hospitals.
  - Created **130+ doctor profiles** across platforms and manage end-to-end Doctor's Live for social media platforms, driving increased audience interaction.
  - Liaisons with agencies to enhance web page content, contributing to improved user readability and SEO performance.
  - Handling SMS, WhatsApp, and Info-emailers content for CRM.
  - Edit & review content for websites, YouTube, Instagram, Facebook, and other social domains.
  - Created high-conversion copy for lead generation creatives, GIFs, and short-form videos, resulting in better conversion rates.
  - Cross-functional collaboration with the UI/UX & graphics design team to create better layout, infographics, emailers, and copies in order to make it more user-friendly.
  - Boosted website traffic by **80%** through the development of SEO-focused content strategies.
  - Developed YouTube and social media strategies that increased **44%** engagement, subscribers, and viewership.
  - Innovated content strategies for business expansion, aligning with audience interests and market trends.
- **Sr. Content Writer, Digital Marketing | Pristyn Care** 2021 - 2022
  - Produced original content for various formats including carousel ads, performance ads, website content, infographics, collaboration with influencers, GMB, treatment guides, and social media, boosting readership and engagement.
  - Collaborated with the UI/UX team to design and manage content for different lines of business, resulting in a significant increase in conversion rates.
  - Optimized website content with targeted keywords, ensuring high search engine **rankings** and **medical accuracy**.
  - Led initiatives to increase traffic for the Urology and Aesthetics categories by **86%** and **74%**, respectively, through innovative content strategies.
  - Banded together with the Ad team and graphic designers for different campaigns.
  - Conducted market research for audience mapping and provided content insights for marketing campaigns.
  - Directed digital content strategy for the Urology, Ophthalmology, Aesthetics & Gynaecology category.
  - Headed editorial with SEO personnel for app & website- pillar pages, blogs, health tools & GMB for various categories and BeatXP.
  - Brought an **60%** rise in traffic to lead conversion by combining a user-friendly content model with easy-access tech design and patient mapping.

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## Business Manager, Digital Marketing | Shree Jagannath Enterprises

2020 - 2021

- Created marketing presentations for corporate meetings and conferences, effectively communicating brand strategies and goals.
- Developed social media strategies to enhance page engagement and brand visibility.
- Managed social media accounts and crafted content for brand promotion.
- Implemented ATL and BTL marketing strategies to drive revenue growth, leveraging a mix of traditional and digital marketing channels.

## Manager, Social Media | Journey's Exotica

2019 - 2020

- Developed content strategies and marketing scripts for clients based on trending topics, enhancing brand visibility and engagement.
- Drafted content strategies and marketing scripts for clients, benefiting corporate tie-ups.
- Created content for email and SMS marketing campaigns, effectively reaching and engaging the target audience.

## Other Projects

- Curated engaging social media content for **Blissfulevents.com**, increasing brand engagement [Nov'19-Dec'19].
- Managed different social media accounts of **Varmalla.com** [Apr'19-Oct'19]. Also, created content for daily postings and brand stories to boost engagement.
- Worked in a travel process by **Lastminute.com** [Apr'17-Jun'18] and resolved customer related issues regarding their travel & lifestyle bookings.
- Worked as a fashion campus ambassador for **Wooplr** [Mar'16-Dec'16] promoting brand awareness among college students.
- Created video campaigns and video scripts For **TouristTube**, enhancing brand storytelling [Dec'15-Feb'16]
- Managed marketing clients at **Benepik Technology Pvt Ltd**, driving marketing initiatives and client engagement [Jun'15-Nov 15]
- Conducted educational workshops and scripted short films for **PVR Nest**, raising awareness in over 75 schools [Jul'13-Feb'14]

## Education

### High MA - ENGLISH

2019

- IGNOU - Indira Gandhi National Open University

### BA (Hons) - ENGLISH

2015

- Gargi College, Delhi University (DU)

## Soft Skills

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|-------------------------------|--------------------------|----------------------|
| • Interpersonal Communication | • Crisis Management      | • Strategic Planning |
| • Time Management             | • Eye for Detail         | • People Management  |
| • Collaboration & Teamwork    | • Strong Research Skills | • Adaptability       |
| • Problem-Solving             | • Team Leadership        | • Networking         |

## Interests

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|----------------------|----------|-------------------|
| • Outdoor Activities | • Travel | • Exploring Cafés |
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