Nayantara Kiran Patil

Assistant Manager - Marketing

■ patil.nayantara01@gmail.com **↓** +91-7030560809 **♀** Pune

5 01/11/1992

Indian

Z4657279

Married in linkedin.com/in/ nayantara-patil-b552341ab

Profile

An accomplished Assistant Manager and Senior Content Writer with over 9 years of experience in digital marketing, SEO, and content strategy. Proven expertise in managing marketing teams, delegating tasks, and overseeing work allotments to ensure timely completion of projects. Adept in conducting keyword research, on-page and off-page SEO, link building, and voice search optimization, leading to significant improvements in organic traffic and conversions.

Extensive experience in running successful ad campaigns across LinkedIn, Google, and Facebook, driving measurable results through targeted marketing efforts. Proficient in social media marketing, PPC campaigns, and crafting high-converting landing page content for Google Ads. Skilled in utilizing data-driven insights and analytical tools for continuous optimization and maximizing ROI.

Professional Experience

MarketsandMarkets,

Assistant Manager - Marketing and Senior Content Writer ∂

06/2022 - present Pune, India

- Managed a marketing team of four members, overseeing on-page and off-page marketing activities.
- Created compelling content for social media, blogs, PRs, newsletters, email marketing, and more.
- Led and optimized ad campaigns on LinkedIn, Facebook, and Google, driving engagement and conversions.
- Utilized Google Analytics, SEMrush, and other tools for content optimization.
- Reviewed and managed team members' tasks daily to ensure timely completion.
- Developed content for email drafts, product pages, social media posts, and presentations.
- Designed brochures, flyers, and other marketing materials using Canva.

Capgemini (Crown Solutions), Senior Content Writer ∂

- Provided technical content for projects like Altran, Aricent, Frog, Group-IT, and Tessella.
- Created comprehensive User Guides, Technical Guides, Knowledge Base articles, and email content tailored to specific project requirements.
- Collaborated closely with technical teams to develop high-quality, accurate, and user-friendly content.
- Reviewed and edited technical documents for accuracy, clarity, and consistency, ensuring they met industry standards.

07/2021 – 04/2022 Pune, India

- Developed content for various digital platforms, leveraging SEO strategies to enhance visibility and reach.
- Applied digital marketing skills, such as keyword optimization and content marketing, to ensure technical content aligned with business goals and drove traffic.
- Integrated technical writing with digital marketing campaigns, including landing page content and email marketing, to support product launches and customer engagement.

Avercast Infotech Pvt. Ltd. (TransImpact), Senior Content Writer *∂*

- Wrote content for Avercast websites across different regions, ensuring localization and relevancy for diverse audiences.
- Created internal and external blogs, PRs, guest posts, and social bookmarking content optimized for search engines.
- Performed in-depth SEO for all content, including keyword research, meta-tag optimization, and link-building strategies to boost rankings across multiple locations.
- Developed high-converting landing pages for Google Ads campaigns, tailored to specific regions to enhance engagement and drive conversions.
- Utilized SEMrush, Google Ads, and Google Analytics to optimize content performance and improve visibility.
- Produced tutorials, website content, and SMO posts weekly, ensuring consistent quality and SEO compliance across all platforms.

Shree Venkatesh Pest Control, Content Writer

- Created website content, emailers, brochures, and flyers to effectively promote services and engage potential clients.
- Developed SMO posts, WhatsApp creatives, and video campaigns to increase online presence and brand awareness.
- Prepared quotations and presentations for client pitching, highlighting service benefits and tailored pest control solutions.
- Wrote detailed descriptions for pest solutions and client communications, ensuring clear and persuasive messaging.
- Advertised pest control services through targeted online ads, social media campaigns, and local SEO efforts to reach a wider audience.
- Performed both on-page and off-page SEO activities, including optimizing content, building backlinks, and conducting keyword analysis to improve website rankings.
- Created landing pages with compelling CTAs, tailored to specific campaigns and audiences, driving higher conversion rates.
- Managed online reviews and directory submissions to enhance credibility and local SEO visibility.

Better Inc., Pune, Content Writer

- Created website content, articles, forums, and help documents.
- Improved SEO and navigation for better user engagement.
- Edited and proofread content to meet quality standards.
- Stayed updated with SEO trends and best practices.

10/2020 – 07/2021 Pune, India

11/2016 – 10/2020 Pune, India

10/2015 – 10/2016 Pune, India

Education

JSPM NTC, Pune, Bachelor of Engineering - Computer Science

08/2011 - 07/2015

Pune, India

B.R. Gholap Jr. college, HSC

2009 – 2011 Pune, India

Vidya Bhavan High School, SSC

Pune, India

Certificates

Digital Marketing Course — Analytics Certification | AdWords Certification | AdWords Display Certification | Mobile Advertising Certification | Video Advertising Certification | Shopping Advertising Certification | Academy of Ads | Inbound Certification | Overall Course Certification - School of Digital Marketing • ChatGPT 101: What is ChatGPT? - Simplilearn • IBM Certification in Software Testing - MindScripts

Languages

English • Marathi • Hindi

Skills

- Digital Marketing
- Website Structuring and Creation (WordPress)
- Social Media Optimization (SMO)
- Email and SMS Marketing
- Exceptional written and verbal communication
- Ad Campaign Facebook, Google and LinkedIn

- SEO and Content Marketing
- Google Analytics and Search Console
- Facebook, Twitter, LinkedIn, YouTube Organic and Ads
- Graphic Designing using Canva
- Team management and leadership

Declaration

I am confident in my ability to contribute effectively to a team and declare that the above information is true to the best of my knowledge.

Nayantara Patil Pune