

# DIWAS TRIPATHI

## ASSISTANT MANAGER | CONTENT MARKETING & DIGITAL STRATEGY

Bangalore, Karnataka | +918979713366 | diwastripathi@gmail.com

SUMMARY

Dynamic and results-oriented Content Marketer with 9+ years of experience specializing in digital marketing strategies, including SEO, social media marketing, and content optimization. Proven track record in increasing organic traffic, lead generation, and conversion through comprehensive content strategies and data-driven marketing efforts. Adept at leveraging advanced Account-Based Marketing (ABM) and multivariate testing to enhance user experience and maximize marketing ROI. Skilled in brand storytelling, CRM management, and demand generation, with a passion for aligning content with business objectives to drive growth.

TECHNICAL SKILLS

- Content Marketing & Strategy: Brand storytelling, content creation, SEO, SEM
- Digital Advertising: Social media management, CRM software, multivariate testing
- Analytics & Optimization: Data analysis, conversion rate optimization (CRO), demand generation
- Marketing Tools: ZoomInfo, HubSpot, RollWorks, Google Analytics
- Account-Based Marketing (ABM): Lead nurturing, market intelligence, campaign management
- Other Skills: Copywriting, editing, digital advertising, technical writing, lead generation

PROFESSIONAL EXPERIENCE

Flatworld Solutions, Bangalore

November 2022 – July 2024

Assistant Manager - Online Marketing

- Developed and implemented a robust content strategy, resulting in a 40% increase in organic traffic and improved search engine rankings.
- Led high-impact content creation and SEO optimization across multiple platforms, increasing SQL leads by 25% and boosting conversion rates by 15%.
- Managed ABM campaigns using tools like ZoomInfo, HubSpot, and RollWorks, achieving exceptional lead generation and nurturing success, with a 20% rise in qualified leads.
- Conducted multivariate testing on landing pages, improving user experience and increasing conversion rates by 10%.

Seasia Infotech, Chandigarh

May 2018 – May 2022

Assistant Manager - Digital Marketing

- Spearheaded digital branding initiatives, enhancing market presence and increasing client acquisition by 30%.
- Led a content team to execute cohesive marketing campaigns across various platforms, driving audience engagement and brand loyalty.
- Developed and implemented conversion rate optimization (CRO) strategies, leading to a 12% increase in overall conversions.
- Utilized data analysis and multivariate testing to refine marketing strategies and improve campaign performance.

**Asclique Innovation & Creativity, Mohali**  
**Technical Content Writer**

**April 2017 – May 2018**

- Authored over 290 technical articles, improving reader engagement and enhancing SEO performance.
- Simplified complex technical topics, increasing reader understanding and improving user interaction.

**Freelancing**

**Sept 2016 – March 2017**

**Freelance Content Writer | Copy Editor**

- Crafted diverse content, including blogs, scripts, and articles, across multiple platforms for various clients.
- Showcased adaptability and creativity in delivering high-quality content tailored to client needs, enhancing visibility and engagement.

**CricSpider.com, Noida**  
**Copy Editor**

**January 2016 – August 2016**

- Led a team of writers, ensuring high-quality content production for the site.
- Implemented content strategies that boosted readership engagement by 25%.

**BlinkIt (Formerly Grofers), Gurugram**  
**CRM Executive**

**July 2015 – December 2015**

- Managed end-to-end CRM processes, optimizing customer communication strategies and improving customer satisfaction by 15%.
- Executed data-driven campaigns that enhanced customer retention and operational efficiency.

---

## **EDUCATION**

**Masters in Journalism & Mass Communication**

**2013 – 2015**

Chaudhary Charan Singh University, Meerut

**Post Graduate Diploma in Integrated Marketing Communication**

**2014 – 2015**

Massco Media, Noida

**Bachelor of Science**

**2010 – 2013**

Kumaon University, Nainital

---

## **CERTIFICATIONS**

- **ZoomInfo Sales Certification**

[[https://www.credly.com/badges/f19cae00-c6aa-4d1a-b2a7-6d1fc683e5d7/linked\\_in?t=sdviw2](https://www.credly.com/badges/f19cae00-c6aa-4d1a-b2a7-6d1fc683e5d7/linked_in?t=sdviw2)]

- **ZoomInfo Marketing Certification**

[[https://www.credly.com/badges/36a56e8f-098f-4770-a639-43909ccba60e/linked\\_in?t=sdvkxm](https://www.credly.com/badges/36a56e8f-098f-4770-a639-43909ccba60e/linked_in?t=sdvkxm)]