

Shweta Joshi

Contact Number: +91-7057128751

Email: joshi.shweta.10589@gmail.com

LinkedIn: <https://www.linkedin.com/in/shwetajoshi1989/>

CONTENT MARKETING | DIGITAL MARKETING | MARKETING ANALYTICS

Objective: Accomplished SEO and Content Marketing Specialist with over 10 years of experience in developing and executing comprehensive content strategies across various industries, including significant expertise in content marketing, SEO optimization, and digital marketing. Demonstrated success in leading content and digital marketing initiatives leveraging SEO, content marketing, PPC, and analytics to generate leads and drive conversions. Passionate about technology, creativity, and continuous improvement.

PROFESSIONAL EXPERIENCE

SelectHub

March 2020 - August 2023

Market Analyst and Technical Content Writer

A software selection platform that helps businesses evaluate, compare, and select the right software solutions through research, analysis, and collaborative decision-making tools. My role was centred around the following software categories - Warehouse Management, Field Service Management, CRM, and Marketing Automation. Achievements -

- Created over 500 content pieces including blogs, product pages, product reviews, social media posts and buyer's guides.
- Drove over 170,000 unique visitors to the website through organic and direct traffic.
- Generated approximately 3,000 qualified leads.
- Contributed to total revenue generation of around \$270,000 USD.
- Improved the site's SERP results by 69%.
- Enhanced site visibility by 60%.
- Achieved a 5% increase in customer satisfaction rate.

Anchanto

April 2019 - December 2019

Content Marketing Manager

A SaaS platform that provides e-commerce logistics and warehouse management solutions, helping businesses streamline operations, manage orders, and improve cross-border trade efficiency. My role was responsible for all content marketing requirements and content operations for Anchanto Products in South Asian countries. Achievements -

- Increased web traffic by 25%
- Generated 1000+ qualified leads
- Achieved a 20% conversion rate
- Increased backlinks by 30%
- 25% increase in organic search traffic
- 10% increase in customer retention

PaySense

March 2018 - January 2019

Content Marketing - Lead

A fintech company offering personal loans and credit solutions in India through a mobile app, simplifying the borrowing process with quick approval and minimal paperwork. My role was responsible for all organic app acquisitions through content marketing campaigns. Achievements -

- Increased organic traffic to the website by 35%
- Reached over 1 million unique visitors annually.
- Achieved a conversion rate of 3% on content marketing campaigns, resulting in approximately 15,000 new users over the course of the year.
- Successfully drove 120,000 app installs over the course of the year.

Koru Technologies**November 2015 - February 2018****Content Strategist**

A UX/UI design and development company specializing in healthcare technology, providing user-centered design solutions for improving digital health experiences. My role was responsible for setting up and managing content for my employer and manage UX content for clients. Achievements -

- Increased website traffic by 25%.
- Generated an average of 100 qualified B2B leads per month.
- Achieved an average email open rate of 20% and a click-through rate of 5% on email marketing campaigns.
- Increased blog readership by 30%.

Edelman**March 2015 - October 2015****PR Consultant**

A global public relations and communications firm offering services in branding, reputation management, digital strategy, and public affairs to help organizations build trust and engagement. My role was to co-ordinate and orchestrate media and PR activities between the Government of Rajasthan employees and media professionals. Achievements -

- Secured over 500 media placements in local, national, and international outlets, resulting in an estimated 60 million impressions.
- Arranged and managed over 20 high-level events attended by key industry partners and media, including press conferences and roundtable discussions.
- Orchestrated the training of over 50 government representatives and spokespeople in media and communication skills.

MTLB**August 2012-February 2015****Senior Account Executive/Account Executive**

A Jaipur-based digital agency that offers creative process outsourcing, including web development, digital marketing, and social media management. My role was responsible for managing client deliverables, executing client requests and managing a small team. Achievements -

- Grew average client social media engagement rate by 30%.
- Increased average client follower count by 30%.
- Improved team productivity by 20% through effective workflow management.
- Increased blog traffic for clients by an average of 35%.
- Successfully secured an average of two media placements per month for the PR client.
- Maintained a 98% client retention rate.

KEY COMPETENCIES

On-Page SEO
Off-Page SEO
SEO Strategy

Search Engine Marketing
Market Research
Marketing Analytics and Reporting

Content Writing
Content Strategy
Content Marketing

EDUCATION**Bachelor of Science**

2007-2009

MDS University, Ajmer, RJ, India

Master of Arts (English Literature)

2010-2012

Rajasthan University, Jaipur, RJ, IN

REFERENCES

1. [Megha Mathur \(MTLB\) - megzamazing@gmail.com](mailto:megzamazing@gmail.com)
2. [Vivek Sengupta \(Edelman\) - vivek.sengupta@gmail.com](mailto:vivek.sengupta@gmail.com)
3. [Priyanka Dutta \(Koru UX Design\) - priyankadutta.hr@gmail.com](mailto:priyankadutta.hr@gmail.com)
4. [Saurabh Shankar \(PaySense\) - shankarsaurabh@gmail.com](mailto:shankarsaurabh@gmail.com)
5. [Vaibhav Dabhade \(Anchanto\) - vaibhav.dabhade@anchanto.com](mailto:vaibhav.dabhade@anchanto.com)
6. [Hunter Lowe \(SelectHub\) - hdlowe57@gmail.com](mailto:hdlowe57@gmail.com)