



Rohan Bapat

Content Writer, Copywriter and Team Leader

Result-oriented professional with 11 years of experience in Content Writing & Strategy, Social Media Marketing and Digital Marketing.

Profile Summary

- Dedicated to enhancing SEO rankings and developing engaging B2B content for a BI product in the most recent stint at Intellicus Technologies.
- Focusing on SEO, content strategy and editorial oversight, excelled in content creation, digital marketing and media communications.
- Planned & executed digital strategies across various channels like SEO, SEM, display, social, affiliates and content partnerships with a clear focus on maximizing online visibility with increased traffic and conversion.
- Skilled at creating, managing and optimizing PPC campaigns across platforms such as Google Ads.
- Achieved numerous awards for outstanding performances in both radio broadcasting and digital marketing campaigns.
- Expertise in leading, supervising & managing projects, fostering collaborative teamwork and ensuring successful project outcomes.
- Proficient in brand management, skilled at ensuring brand consistency across various platforms through strategic content creation and messaging.
- Recently published the book "When Krishna Was Cursed" validating skills in creative writing and storytelling.

Notable Freelance Projects

- **Shriram Life Insurance** - Converted a 2 Cr. deal with ad/jingle copies while working at 93.5 RED FM.
- **PayTM Money** - 6-month project to formulate social media strategy and SEO-compliant blogs.
- **ResMed India** - Website content and 25 blogs for sleep apnea products in the Indian market
- **Policybazaar.com** - 8 research-driven white papers for the insurance distributor.

Work Experience

May 2024 - Present | Micro Mitti Real Estate

Content Head - Short-term Project

- Joined as a consultant to lead the content and Meta Business Ads teams to set up a youtube channel and instagram handle.

Oct 2023 - Apr 2024 | Intellicus Technologies

Asst. Manager - Content Marketing

- Developing B2B content for an analytics acceleration product in conjunction with a BI platform.
- Delivered visible results in SEO rankings across multiple website pages by curating case studies, blogs, guest articles, glossary pages and additional content assets.
- Formulating ad copies aimed at lead generation and crafting engaging social media posts to bolster audience interaction.

Contact

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Education

2013

MBA - Marketing
IIPS - DAVV, Indore

2011

BBA - e-Commerce
IMS - DAVV, Indore

Skills

- Strategy Planning (Digital Marketing)
- Content Writing and Strategy
- Social Media Marketing
- SEO
- Pay Per Click (PPC) Optimisation
- Internet Brand Marketing
- Business Growth (Online B2B)
- Return on Investment (ROI)
- Client Engagement
- Digital Lead Generation Campaigns
- Project Management

Awards

- Golden Mike Radio Award 2017
- Golden Mike Radio Award 2018
- Best Anthem for HRD Ministry, Gol
- 17 R&R Awards at MY FM

Languages

- English
- Marathi
- Hindi

Feb 2022 - Sept 2023 | BatchMaster Software

Sr. Content Writer & Technical Support Writer

- Execution of the content strategy for top-tier B2B software solutions.
- Played a vital role in ensuring brand consistency and a strong brand voice across multiple channels such as websites, blogs, whitepapers, case studies and social media platforms.
- Managed content, provided editorial oversight and implemented SEO strategies to optimize content visibility and engagement.
- Leveraged content analytics to measure performance and adapted strategies as necessary, resulting in improved lead generation and customer acquisition through targeted content.

Mar 2018 - Jan 2022 | 93.5 RED FM

Asst. Manager - Brand Solutions

- Led the creative team and collaborated with the sales department to develop captivating advertising solutions tailored to diverse audiences.
- Leveraged expertise in client relations and stakeholder management to cultivate long-term partnerships and drive revenue growth.
- Headed innovative brand campaigns & media strategies to enhance clients' market existence and audience engagement.
- Implemented integrated marketing solutions across radio & digital platforms.

Apr 2017 - Feb 2018 | 92.7 BIG FM

Regional Copywriter - Rest of Maharashtra

- Managed copies for 7 locations encompassing Pune, Aurangabad, Ahmednagar, Nagpur, Kolhapur, Solapur and Goa.
- Conceptualized programming copies for show promos, elements and mnemonics for the Mumbai programming team.
- Actively participated in the launch of BIG FM stations at all the above locations including Pune.

Nov 2013 - Apr 2017 | 94.3 MY FM

Junior Copywriter

- Acquired expertise in copywriting from industry leaders and achieved multiple awards.
- Wrote a recurring humor-based segment for 3-years running and earned a Golden Mike Awards nomination.

Soft Skills

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|----------------------|----------------------|-----------------|
| • Communication | • Problem-Solving | • Multi-Lingual |
| • Time Management | • Strategic Thinking | • Adaptability |
| • Analytical Mindset | • Leadership | • Intuitive |