

Shruti Satralkar

A Proficient Content Writer & Social Media Manager

Pune, Maharashtra 411028

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An MBA graduate passionate to build a career in digital marketing, social media marketing, content writing, public relations, and advertising. Proficient in drafting copious pieces of content that are intriguing to read and propel value.

PROFESSIONAL PROFICIENCY

- Content Writing: Writing blogs, corporate portfolios, & newspaper articles. SEO-writing, editing, research, ideation, and content strategy. Expertise entails working with tools like MS Office, WordPress, and Canva.
- Search Engine Optimization (SEO): Researching SEO keywords, Managing On-Page & OFF-Page SEO.
- Social Media Marketing: Content planning, social media scheduling, content marketing, spearheading content strategies.
- Sales & Marketing: Real Estate Industry experience in marketing & sales. Prominently responsible to generate quality leads for the company.

Willing to relocate: Anywhere

Personal Details

Date of Birth: 1994-08-28

Eligible to work in: India

Highest Career Level: 5+ years experience

Industry: Advertising, PR, MR, Event Management, IT Operations & Helpdesk, Internet, Ecommerce, Marketing, Media & Communications

Total years of experience: 6

Work Experience

Content Writer & HR Manager

The BuzzTag - Pune, Maharashtra

July 2022 to Present

Creating SEO-friendly content like articles, blogs, social media posts, and infographics.

- Write a clear marketing copy to promote our products/services
- Edit, proofread & schedule blogs for the clients.
- Execute keyword research and use SEO guidelines to increase web traffic
- Work on PowerPoint presentations and case studies.
- Ensuring all-around consistency (style, fonts, images, and tone)

Content Writer

Global Infocloud - Pune, Maharashtra

October 2020 to August 2021

Research industry-related topics (combining online sources, interviews, and studies)

- Write web content focusing their products/services
- Proofread and edit blog posts before publication
- Submit daily blogs to the team for input and approval.
- Coordinate with marketing and design teams to work on articles and company brochures
- Conduct keyword research and use SEO guidelines to increase web traffic
- Ensure all-around consistency (style, fonts, images, and tone)
- Update and Rework on content as needed

Content Writer

Firefly Creative Solutions - Pune, Maharashtra

February 2020 to October 2020

Ideation and creation of compelling content including website copy, blog posts, social media content, and product/service descriptions.

- Working on Ad Copies and Press Releases
- Working closely with clients and creating marketing campaigns
- Working on a monthly content calendar.

Content Writer & Strategist

Pride Group - Pune, Maharashtra

February 2019 to February 2020

Writing Professional Content for the company's websites and social media posts.

- Writing script and storyboard for the marketing videos.
- Proofread and edit content before sending it out.
- Write blogs and corporate portfolios.
- Create content marketing campaigns to drive leads.
- Draft Emails and messages for business communication.
- Handle a process team that writes content for esteemed clients across the globe.

Sales Executive

Kolte Patil Developers

April 2017 to January 2018

April 2017- January 2018

- Marketing and initiating the sale of flats.
- Dealing with customers over phone/in-person & describing the product portfolio and resolving their queries.
- Showing residential/commercial properties to customers
- Reaching out to clients and corporates for follow-up, inquiries, documentation, etc.

Education

Master's in MBA (Marketing)

Savitribai Phule Pune University - Pune, Maharashtra

2015 to 2017

BBA in Marketing

S.P College - Pune, Maharashtra

2012 to 2015

Skills / IT Skills

- Developing and managing customer relationships.
- Keyword Research
- Writing skills
- Proofreading
- Marketing
- Microsoft Word
- Blogging
- English
- Communication skills
- Microsoft Powerpoint (6 years)
- SEO

Languages

- English - Expert

Online Profile

<https://shrutisatralkar841244320.wordpress.com/>

Certifications and Licenses

Digital Marketing

February 2018 to Present

Certified with a professional digital marketing course which entailed topics such as keyword targeting, SEO practices, Social Media Marketing, Digital Branding & Content Marketing.