

## **Chetna Bansal**

 [chetnabansal.rohini@gmail.com](mailto:chetnabansal.rohini@gmail.com) |  7827159757

 [LinkedIn](#)

### **Professional Summary**

Creative and results-oriented Content Writer and budding Copywriter with proven success in B2B SaaS, loyalty solutions, software solutions and brand storytelling. Specializes in content strategy, SEO-driven content, and converting copywriting. Adept at transforming technical features into engaging narratives that drive awareness, engagement, and lead generation.

### **Core Skills**

- **Content and Copywriting:** GEO, AEO and SEO friendly blogs, landing pages, lead generation emails, social media captions, case studies, Ad copies
- **B2B SaaS and Software Development Expertise:** Loyalty automation, traceability and custom software development solutions
- **SEO Optimization:** Keyword strategy, content structure, Google ranking performance, competitor research
- **Campaign Management:** WhatsApp, email, LinkedIn content campaigns
- **Tools and Technologies:** WordPress, Canva, Semrush, Ahrefs, GenAI, Grammarly

### **Professional Experience**

#### **Content Writing Associate**

Squareboat | 6-month content project on contractual basis

- Crafted SEO-optimized blogs and a high-performing pillar page that ranks on the first page of Google for target keywords.
- Focused on tech-solutions, maintaining a balance between readability and keyword integration.
- Collaborated with internal SEO teams to ensure alignment with keyword goals and content strategy.

[Work at Squareboat](#)

#### **Content Writer and Copywriting Specialist**

Genefied Tech | Apr 2024 – Feb 2025

- Wrote and optimized B2B SaaS content including blogs, landing pages, product copy, lead-generating emails and case studies targeting loyalty and engagement solutions. [Website Content| Case Studies](#)
- Conceptualized the “Trace the Loyalty” WhatsApp campaign, leading to a 40% surge in inbound leads and acquisition of 3 enterprise clients.
- Collaborated on thought leadership content featured in reputed publications. [Sample article](#)
- Produced high-engagement LinkedIn carousels and articles, increasing brand following by 20% and driving 500+ website visits. [Genefied LinkedIn](#)
- Partnered with customer success team to create compelling client case studies highlighting Genefied’s business impact.
- Translated complex product features into customer-friendly messaging, improving feature adoption by 30%.
- Crafted a lead magnet eBook that generated over 1,500 qualified leads.

## **Web Content Writer**

*Elements HRS | Jan 2024 – Apr 2024*

- Developed persuasive website copy, SEO blogs, and marketing content, driving a 25% increase in web traffic.
- Collaborated with clients to understand tone, objectives, and target audience, ensuring brand consistency.

## **Education**

### **Bachelor of Computer Applications**

*Maharishi Dayanand University | 2023*

## **Certifications**

- Fundamentals of Email Marketing
- Digital Marketing Basics
- Instagram Marketing Mastery

## **Notable achievements**

- Drove a 30% increase in demo requests through optimized landing page content.
- Lead magnet eBook “How to Make Your Loyalty Program Pay Off” attracted over 1,500 leads.
- “Trace the Loyalty” campaign contributed to 3 enterprise onboardings within 60 days.