

Chetna Bansal

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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.