

GURMEET OBEROI

DIGITAL MARKETING | SOCIAL MEDIA MANAGEMENT | CONTENT CREATION

Profile Summary

- Meticulous, result-oriented, and solution-focused professional with over 12 years of experience in the diverse fields of Content Creation, Digital Marketing and V&A Training.
- Certified in all Digital Marketing concepts such as Google Adwords, Google Analytics, Mobile & Email Marketing, Social Media Marketing, and SEO
- Highly creative and organised communications professional who takes pride in having a keen eye for detail. Skilled in content marketing, blogging, research, promotional strategy, social media, branding and creative writing.

Work Experience

Oneforce

Content Manager (Contract) | Dec 2022 - Present

- Manage all content ideation, creation, revision
- Spearhead tasks regarding content as well as an editorial strategy based on business objectives and target audience
- Conduct extensive market and competitor research
- Implement SEO best practices to ensure the content ranks well
- Ensuring consistency of brand voice, style, and tone across all content
- Write long-form content for blogs, case studies, whitepapers, FAQs, guides and landing pages
- Write ad copy and website microcopy keeping in mind the content flow and user mindset

BLKBOX

Content Strategist | May 2022 - November 2022

- Develop a brand voice to ensure consistency across all content assets
- Create and deliver customer-facing collateral focused on products and services
- UX writing for the company's webpages and learning management system
- Developing all content for end-to-end CRM, including email marketing and live chat
- Write long-form content for website, emailers, blogs, case studies and landing pages
- Work closely with technology and business head to make documents such as Feature Guides, FAQs, Onboarding Guides, Help Documentation, Troubleshooting Guides, Training Manuals, Release Notes, etc.
- Writing video scripts that reflect the tone of the host and the flow of meditation
- Work well independently and collaboratively in a team-based environment

IGT Solutions

Marketing Manager | March 2020 - April 2022

- Create and edit content, mobilizing storytelling opportunities on all channels – owned, earned, and paid platforms.
- Build, plan and manage the overall digital content strategy
- Manage the editorial calendar to ensure timely publication
- Write long-form content for websites, emailers, video scripts, blogs, white papers, infographics, case studies, landing pages, and product feature launches, press releases, etc.
- Create compelling copy for all social media platforms to capture the attention of the audience
- Work cross-functionally with the product, marketing, SEO, sales & design teams
- Engage and liaise with analyst firms such as Gartner, Everest Group, etc
- Apply SEO, content development, distribution, and measurement to effectively tailor content to reach audience personas.
- Conduct research on market trends, brand audiences and competitors, and end-to-end consumer journey to drive engagements and conversions.
- Manage digital and social content channels including email or newsletter distribution, with an understanding of the best content practices on each channel.
- Coordinate with marketing and design teams to illustrate articles
- Active involvement, execution, and promotion of the company's marketing and visibility activities such as webinars, digital events, and virtual think tanks
- Own the performance metrics (traffic, engagement, leads, and conversion) and constantly strive to improve these metrics
- Repurpose and optimize existing content creatively using different formats and for different channels
- Produce monthly campaign reports

ANTS Digital Pvt. Ltd

Digital Marketing Lead | March 2016 - July 2019

- Manage multiple digital client accounts including the development and optimization of online assets
- Identify relevant keywords for better performance of the client's website ranking
- Responsible for conceptualizing and publishing content on various online platforms and campaigns
- Devised extensive digital marketing strategies and implemented tactics involving SEM (SEO&PPC), blogger outreach, and social media marketing
- Managed all aspects of digital engagement including developing the communication & promotional strategy and activation plan, content updates, and website optimization for clients.
- Manage a team of designers, developers, SEO & social media executives and content specialists for best-in-class interactive solutions and customer service
- Draft potential client pitches and proposals
- Train batches on Digital Marketing
- Represented the company as a guest speaker for workshops at NASSCOM and Amity University

Interglobe Technologies

Sr. Voice & Accent Trainer | October 2014 - October 2015

- Train executives on understanding US/UK & APAC culture sensitization
- Coordinate with product management and SMEs to ensure that changes for product releases are accurately reflected in the content
- Organize & complete product content for the client for UK/US & APAC regions
- Develop custom training for the team to support new products & updates Curate content based on TNI and TNA

IBM

Lead - Voice & Accent Trainer | April 2011 - October 2014

- TTT Certified trainer
- Train batches, create training modules on accent neutralisation & facilitation skills through videos and PPTs
- Documentation and data management through daily reports and needle movement checks
- Develop content based on the requirements of the processes and based on TNA
- Create/ Rewrite original content for various delivery platforms
- Certified on Instructional Design from Vyaktitva

Freelance Communication & Soft Skills Trainer | July 2009 - April 2011

HCL Technologies, Noida and Lovely Professional University, Jalandhar + Manav Rachna University, Faridabad

- Train candidates on accent neutralization, pronunciation, grammar, intonation, free speech, language enhancement, service excellence, and culture for US & UK regions
- Conduct workshops for final year bachelor students on resume building, communication skills, team management etc

KLM/Air France

Customer Service Associate | September 2007 to September 2008

Areas of Expertise

- Digital and Content Strategy
- Team management
- Client Servicing
- Google Adwords
- Social Media Strategy and Optimization
- Content creation, writing and marketing
- Email Marketing
- Google Analytics
- Training

Education

BSc in Tourism, Airline and Hospitality Management :
Punjab Technical University - 2006

Contact Information

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Content samples

Blogs

<https://bit.ly/3Ji0AUO>
<https://bit.ly/32jxNhl>
<https://bit.ly/3yZfOcF>
<https://bit.ly/3skeHmo>
<https://bit.ly/3UxuEAX>
<https://bit.ly/3UwhYuc>
<https://bit.ly/3TN3Zz3>

Social Media

<https://bit.ly/3Xdo58t>
<https://bit.ly/3VvtSoj>
<https://bit.ly/3OCDkUF>
<https://bit.ly/3UT0nwd>
<https://bit.ly/3GDIb17>

Infographics

<https://bit.ly/3soBgqa>
<https://bit.ly/3sjFHCx>

Videos

<https://bit.ly/3RTg056>
<https://bit.ly/3xjghXm>
<https://bit.ly/3DI8MmG>
<https://bit.ly/3QEz1ao>