

Tejas Shahasane

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SUMMARY

Results-driven marketer with 4 years of experience developing and executing content strategies that have doubled organic traffic and significantly increased keyword visibility. Proven ability to manage content calendars, create engaging cross-functional content, and build content pipelines that drive measurable business outcomes.

EXPERIENCE

Content Marketer

Gan.AI

April 2023 – April 2025, Delhi

- Drove 2x organic traffic growth (821 to 1,549 monthly visitors) and secured 300+ new global keyword rankings by developing and publishing over 70 SEO-focused pages (blogs, case studies, use cases).
- Launched and managed "The Generative Edge," a bi-weekly AI newsletter for 3,000+ subscribers, achieving average open rates of >35% and click-through rates of ~6%, directly contributing to lead revival and deal closures.
- Produced episodes of the "In the Brand Scheme of Things" podcast, featuring marketing leaders to discuss AI trends and campaign strategies, enhancing brand visibility.
- Managed and grew LinkedIn presence, achieving 229k+ impressions and 1.4k+ reactions in a 6-month period (sole management), and developed content for 5 successful Product Hunt launches (#1 Product of the week).
- Created diverse marketing assets including website copy, PLG emails, sales enablement materials (battle pages), and event presentations to support product and sales initiatives.

Content Marketer

Slintel, a 6sense company

February 2022 – October 2022, Bangalore

- Designed and launched innovative content projects like "Sales Dilemma" (sales humor card game) and "Slack-moji" (branded emotes) to boost internal engagement and team communication.
- Developed targeted gated assets, including a Data Decay Calculator and Sales Process Tracker, to effectively capture leads and improve user engagement.
- Authored SEO-driven blog content to enhance online visibility and improve search engine rankings for Slintel's platform.

Marketing Generalist

PropFactory

January 2021 – December 2021, Mumbai

- Achieved a 1.6x ROI on paid Meta campaigns by developing targeted ad copy/visuals and optimizing audience segmentation.
- Enhanced product visibility and conversions by rewriting and optimizing content for Shopify listings.
- Leveraged Google Tag Manager and Meta Pixel data to identify customer journey gaps, informing content adjustments that contributed to increased net sales.
- Developed and implemented an email marketing cadence for cart recovery, boosting customer re-engagement and checkout completion rates.
- Reduced return-to-origin (RTO) rates by ~10% through streamlining the COD order verification process.

EDUCATION

Bachelor of Mass Media

Minor in Advertising • H.R College (Mumbai University) • Mumbai, India • 2021

SKILLS

Content Strategy & SEO: Content Creation, SEO Optimization, Keyword Research, Content Calendars, Organic Traffic Growth, Ahrefs, Google Analytics (GA), Google Search Console (GSC), Yoast

Marketing & Analytics Platforms: Mailmodo (Email Automation), HubSpot (CRM), Meta Pixel, Google Tag Manager, PostHog.

CMS & Web: WordPress, Medium, Substack, Webflow. | **Creative Tools:** Adobe Photoshop, Illustrator, Premiere Pro, Figma