

Lochan Maru

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PROFESSIONAL SUMMARY

Content strategist with 4+ years of experience scaling brands across EdTech, FinTech, and SaaS. Proven track record of growing accounts from 0 to million followers and managing teams of 50+ creatives. Specialized in conversion-focused content, and viral content strategies.

EXPERIENCE

Creative Director

SaasFlash May 2025 – Present
Remote

- Managing a team of 8 writers and 20 editors while scaling multiple high-profile accounts in the SaaS and tech space
- Grew **SaasFlash** from 30K to 100K followers through aggressive trend-jacking and viral content strategies.
- Scaled **Greg Isenberg** from 15K to 60K followers by adapting his YouTube/Twitter content for Instagram's format.
- Revived **Den Donovan's** Instagram from dead to 10K+ new followers in 2 months with 10M+ views by pivoting to thought leadership content.
- Creating AI-focused content for **Perplexity** and **Evolving ai** around search technology and information discovery.
- Working with emerging brands like RPN and Kalshi on content strategy and growth initiatives.

Independent Content Lead

Freelancing Work Jan 2025 – Present
Remote

- Co-created **June & Lochan**, scaling a cult community from 0 to 50K followers in just 1 month.
- Built **Surviving AI**, decoding future tech and AI advancements for general audiences.
- Led content initiatives for **Beyond Degree**, redefining educational narratives and alternative career paths.
- Managed personal branding and content strategy for **Keshav Grover**.

Content Strategist

Yaas Nov 2024 – May 2025
Remote

- Broke into FinTech content creation, learning financial terminology and market dynamics from scratch.
- Grew **Markets by Zerodha** YouTube channel from 30K to 100K subscribers through simplified financial education content.
- Scaled **Binge Wealth** from 20K to 150K followers with lifestyle-focused financial content and viral money psychology content.

Creative Director

Brand Flow Media Dec 2023 – May 2025
Remote

- Worked with major EdTech clients including GeeksforGeeks, Sahil Gogna, Kodnest, Coding Ninjas, and PhysicsWallah.
- Grew GeeksforGeeks YouTube Page from 500k to 1.1 million **GeeksforGeeks**, aligning content with trending topics for Indian audiences.
- Grew **Sahil Gogna** from 480 to 150K+ followers by developing content pillars combining data science tips and Canadian lifestyle content.

SKILLS

Content Strategy: Viral content creation, Trend-jacking, Audience research, Brand positioning

Content Writing: Conversion copywriting, Financial content, Educational storytelling, Sales funnels

Social Media: Instagram Reels, YouTube Shorts, Long-form YouTube, Community management

Industries: EdTech, FinTech, SaaS, Health Tech, Personal Branding

Leadership: Team management (28+ creatives), Client acquisition, Strategic planning, Workflow optimization

Tools: Video editing (DaVinci Resolve), YouTube Analytics, Instagram Insights, Asana

EDUCATION

National Institute of Technology Karnataka

Bachelor of Technology in Engineering

Mangalore, IN

Dec 2021 – March 2025