Pansy Thakuria
Content Marketing
2+ Years of Experience

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Guwahati, India 📍

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WORK EXPERIENCE

Content Marketing Specialist
Vantage Circle

11/2022 - Present   *Guwahati, India*
Employee-engagement platform | B2B | SaaS
Achievements/Tasks

- Conducting competitor/market research for a new product: Vantage Lens
- Planning content strategy along with SEO team
- Researching keywords focussed on employee-centric topics
- Writing SEO-optimized blogs
- Drove monthly impressions from 166 to 15K
- Using SEMrush, AFHREF, and Google Search Console to track traffic and position
- Planning and managing monthly content calendar
- Ensuring content structure aligns with product features
- Wireframing & Writing copy Vantage Lens homepage using Figma

Content Marketing Associate
TurboHire

06/2021 - 05/2022   *Hyderabad, India*
AI-Based Applicant Tracking Platform | B2B | SaaS
Achievements/Tasks

- Creating SEO-influenced Content resources: Blogs, Customer Studies
- Email Marketing: Newsletters using tools like SendinBlue
- Writing long-form content like Ebooks, Recruitment Dictionary, Industry Reports, Case Studies
- Social Media marketing: LinkedIn, Instagram, Twitter
- Writing web copy for website resources
- Creating resources for HR: HR Toolkit (Job Descriptions, Email templates, Interview Questions, Survey Questionnaires, Checklists, Company Policies)
- Tracking weekly/monthly Social Media Analytics & Website analytics with tools - SEMrush, Google Analytics
- Writing product-based and technical content
- Creating UTM links for social media to track performance of various website resources
- Planning and managing a monthly Social Media Calendar, Content Calendar

Freelance Content Writer
Ghostwriting

05/2020 - 08/2020
Achievements/Tasks

- Travel Blogs and Reviews
- Travel Guides and Checklists
- Exploring India Blogs

SKILLS

On-page SEO Website Wireframing Resource Planning Long-form Content C & C++ Programming Technical/Product-based Content Basic HTML/CSS Copy Writing Sheets / MS Excel Content Marketing Email Marketing

PERSONAL PROJECTS

CityBook, Guwahati (02/2020 - 01/2021)
- 500+ Organic Likes in Social Media Post
- 250+ Organic Followers
- 2800+ Views on video content

In-house Intern, Gauhati University (05/2019 - 07/2019)
- Basics of Microcontrollers, ARDUINO
- LabVIEW Software, National Instruments
- CSS, HTML
- Surveys under AXOMI, NGO

EDUCATION

B.Tech in Computer Science Engineering
Gauhati University

2018 - 2022
Courses

- C, C++, Python
- Spreadsheet Analysis and Management
- Artificial Intelligence
- Made a hand-tracking model using Python, MediaPipe & OpenCV modules

TOOLS

SEMrush | AHREF | Google Search Console

Ghost | Wordpress | Medium

Google Analytics

Figma | Canva

INTERESTS

Blogging Travel Marketing Mental Wellness Music Fitness