

## **RISHI KOHLI**

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DTU and Shiv Nadar Alumni

### **SUMMARY**

Dynamic and results-driven Digital Marketing Professional and Copywriter/Content Writer with over 5 years of experience in crafting compelling B2B and B2C content. Proficient in SEO, content strategy, brand management, and digital marketing analytics.

### **WORK EXPERIENCE**

#### **Assistant Manager – Content/Copy and Content Strategist**

*Emoha Elder Care, October 2023 – Present*

- Led a team of SEO writers, developing high-quality content strategies for social media, blogs, and websites.
- Spearheaded the creation of B2B and B2C content, increasing brand awareness.
- Managed the editorial calendar, ensuring timely publication of over 50 pieces of content per month.
- Enhanced brand presence through scripting and editing impactful ad campaigns, resulting in a 41% increase in engagement.
- Optimized social media strategies, boosting follower growth by 34%.
- Collaborated with sales and marketing teams to create cohesive content supporting business goals.

#### **Sr. Creative Writer, SEO Content Writer, Content Developer, and Social Media Manager**

*Shree Guru Gobind Singh Tricentenary University (SGTU), August 2022 – August 2023*

- Led SEO-driven content creation for website pages, blogs, articles, and social media, improving organic traffic by over 40%.
- Developed persuasive copy for marketing materials, brochures, emails, and press releases, increasing lead generation.
- Managed a team for content strategy, creation, and publication, ensuring adherence to deadlines.
- Achieved top rankings for 40+ keywords through SEO optimization.
- Oversaw social media accounts and campaigns, utilizing data insights for strategy adjustments and increasing engagement.
- Edited and proofread research papers and academic articles to maintain precision and clarity.

#### **Content Writer, Social Media Manager & Co-Founder**

*Spiritual Curiosity, July 2021 – July 2022*

- Generated high-quality B2C content for a health-tech startup, focusing on spirituality and productivity.
- Elevated user engagement by 40% through engaging social media content and interaction.
- Executed effective SEO strategies, resulting in improvement in website ranking.
- Developed and executed content strategies to align with brand goals.

### **Teaching Assistant and Researcher**

*Shiv Nadar University, June 2019 - April 2021*

- Assisted in teaching undergraduate courses in creative writing and contemporary fiction.
- Conducted research and produced academic papers in literature.
- Served as Editor-in-Chief and contributor to the college literary magazine, The Freewheeler.

### **Freelance Writer & Development Editor**

*JustWords, Golden Words Publications, January 2018 – May 2019*

- Edited and wrote content for school educational books.
- Edited and proofread manuscripts, ensuring they met publishing standards.
- Ghostwrote various fictional manuscripts on Amazon Kindle.
- Developed educational, healthcare, medical, and hospitality content for JustWords (Media Agency).

### **EDUCATION**

- **Masters in English Literature and Research, Shiv Nadar University**  
Achieved 8.1 CGPA, ranked among the top of the class.
- **Bachelor of Technology (B. Tech), Delhi Technological University**  
Graduated with 74.2% marks, from a top university in India.
- **Creative Writing Course, British Council India**  
Grade: B+ (Among the top in batch).
- **Class 12th, CBSE Board**  
Achieved 95%, ranked among the top in school.
- **Class 10th, CBSE Board**  
Achieved 9.4 CGPA, ranked among the top in class.

### **PUBLICATIONS**

- Featured articles in the Press including Indian Express, Bright Punjab Express, India-Today, and In-flight Magazines.
- Edited and revised articles for Brainfeed magazine.
- Authored novella, "Girl in Gurgaon," available on Amazon Kindle.
- Active Medium and Wattpad accounts for Short Fiction and Opinion Essays.

### **KEY SKILLS**

- SEO (Search Engine Optimization)
- Content Strategy
- Brand Management
- Digital Marketing Analytics
- Copy Editing and Proofreading
- Creative Writing

- Social Media Marketing
- Email Marketing
- Storytelling and Copywriting
- Call-to-Action (CTA) Development
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#### **SOFTWARE PROFICIENCY**

- Google Analytics
- Google Search Console
- Meta Business Suite
- Meta Ads Manager
- WordPress
- Hootsuite/Buffer
- CleverTap
- Mailchimp
- SEMrush/Moz
- HubSpot

#### **PORTFOLIO**

- Portfolio Link: <https://rishik2.github.io/portfolio/>