

HARSHITA DHANWANI

Content Lead

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[Portfolio](#)



EXPERIENCE

Content Lead

Tech Binary

04/2023 - Present Jaipur, IN

- Led a team of content writers, fostering creativity, efficiency, and meeting deadlines consistently
- Managed diverse content projects: blogs, press releases, scripts, articles, social media posts, and SEO-optimized content
- Spearheaded an SEO-friendly content strategy and content marketing for "Next Holidays," increasing organic impressions and traffic significantly.
- Developed blog strategies based on SERP analysis, user intent mapping, and competitor benchmarking.
- Crafted keyword-rich content for blogs, landing pages, ad copies, guides, and scripts.
- Collaborated with design, SEO, and social teams to deliver cohesive content across digital touchpoints.
- Conducted A/B testing on content headlines and CTAs to improve conversion and engagement.
- Delegated tasks effectively, provided constructive feedback, and fostered a collaborative team environment
- Demonstrated proficiency in writing blogs, articles, press releases, social media posts, and scripts
- Optimized content for search engines to improve online visibility and organic traffic
- Presented content ideas and strategies in meetings, effectively communicating vision and securing buy-in

Content Writer

iGlobe Solutions

01/2022 - 04/2023 Jaipur, IN

- Managed Entire Zari Jaipur's website content, Blogs, and Advertisement content
- Content manager and social media manager at Westified Trends
- Managed Entire Fabpersona's website content, Blogs, and Advertisement content
- Crafted compelling blogs for the brand's exclusive page
- Writing content for images, banners, organic posts, Google ads, Facebook ads
- Applied strong writing, editing, and proofreading abilities to each assignment to produce best possible content
- Done blog writing for fashion & lifestyle, beauty, sports, education, travel, ayurvedic, jewellery, technical, and advertisement content, etc
- Delivered high-quality written content that was insightful, informative, and entertaining
- Followed project scope and outlined content guidelines for each project
- Performed in-depth research into topics to write clear and accurate copy
- Wrote copy for advertisements, email communications, and media used in advertising
- Increased site traffic through targeted SEO and PPC campaigns

SUMMARY

Content Lead with 6+ years of experience driving organic growth and brand storytelling across fashion, beauty, lifestyle, travel, and tech domains. Proven record of increasing engagement by 3x through SEO-optimized content, social media campaigns, and email marketing strategies. Experienced in managing cross-functional content teams and utilizing tools like Grammarly, SEMrush, and AI Tools for efficient, high-impact delivery. Seeking to contribute to a forward-thinking brand with strong growth goals.

SKILLS

SEO Content Writing and Optimization

Content Strategy & Planning

Blog Writing | Website Copy | Ad Copy

Team Leadership and Editorial Management

Copywriting (Google Ads | Facebook Ads | Banners | Emailers)

Social Media Strategy Execution

Content Calender & Multi-brand Coordinator

Surfer SEO SEMrush Ahrefs

Ubersuggest Google Analytics

Search Console Keyword Planner

KEY ACHIEVEMENTS

My Journey Till Now

Achieved 3x increase in organic traffic for "Next Holidays" project over 24 months using SEO content clusters, and keyword-focused blog strategy. Managed 3 fashion brands' content calendars concurrently with 100% on-time delivery. Contributed to Google ad campaigns with CTR boosts of 20-30% through ad copy revamps. Implemented AI-powered proofreading and ideation, reducing turnaround time by 30%.

EXPERIENCE

Academic Content Writer

Zomak Solutions

📅 10/2020 - 12/2021 📍 Kota, IN

Kota, Rajasthan

- Coordinated cost-effective solutions across teams, significantly reducing production errors
- Developed financial and business forecasts for strategic planning
- Employed excellent time-management skills to maximize task completion and reduce errors
- Helped teams with assignments and deliverables
- Worked with team members to deliver effective customer service strategies
- Worked on projects related to finance, technical, and management for both diploma and masters level

Freelance Writer

Freelance Miscellaneous Projects

📅 08/2018 - 09/2020 📍 Kota, IN

- Delivered high-quality written content that was insightful, informative, and entertaining
- Applied strong writing, editing, and proofreading abilities to each assignment to produce the best possible content
- Written Content for Blogs for Dhotra Car accessories
- Written Blogs and website content for jimcorbettbooking.com
- Written Content for Blogs for Recovery Squad
- Proofread and edited written copy before submitting to a publisher

EDUCATION

Master of Commerce - ABST

Kota University

📅 07/2020 - 03/2022 📍 Kota, IN

Bachelors of Commerce

Kota University

📅 07/2017 - 04/2020 📍 Kota, IN

Higher Secondary

Sophia girls sr. sec. school

📅 04/2015 - 03/2017 📍 Kota, IN

LANGUAGES

Hindi

English