

Srishti Arora

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PROFESSIONAL SUMMARY

Strategic and results-driven Senior Content Marketer with over seven years of experience in B2B content strategy, digital marketing, and demand generation. Skilled at crafting compelling narratives, data-driven content strategies, and SEO-optimized materials that enhance brand awareness and support business growth. Proven ability to develop multi-channel content, optimize for search performance, and collaborate cross-functionally with marketing, product, and commercial teams. Passionate about creating content that drives action, builds trust, and supports emerging business models like pre-commerce.

KEY SKILLS

- B2B Content Marketing & Brand Storytelling
- Multi-Channel Content Development
- Website, Blog & Case Study Development
- Performance Tracking & Data-Driven Insights
- Content for Emerging Business Models
- SEO-Optimized Content & Digital Strategy
- Thought Leadership & Demand Generation
- Social Media & Email Marketing
- Agency & Stakeholder Management
- Cross-Functional Collaboration

PROFESSIONAL EXPERIENCE

Content Marketing Manager

Spire Innovations Inc. • United States

Mar 2024 – Present

- Developed and executed a content strategy to drive brand awareness, engagement, and inbound leads.
- Created and optimized SEO-driven content, including website pages, blog articles, case studies, and email campaigns to support demand generation.
- Managed external agencies to create visual content and execute paid marketing campaigns that generate qualified leads.
- Utilized performance data and analytics to refine content strategies, experiment with new formats, and improve marketing ROI.
- Collaborated with product and commercial teams to craft messaging that aligns with business objectives and enhances customer understanding.

Freelance Content Marketing Strategist

Self-Employed • United States

Jan 2023 – Present

- Created high-performing content for B2B SaaS and eCommerce businesses, including long-form blogs, website copy, and case studies.
- Developed brand messaging and storytelling strategies that support brand visibility and lead generation.
- Applied SEO and SEM best practices to enhance content discoverability and improve organic traffic.

Marketing Specialist | Content Producer

Shiprocket • New Delhi, India

June 2018 - Dec 2022

- Designed and implemented a content marketing strategy that increased organic traffic by 500% and improved customer acquisition.
- Created and managed SEO-driven content for eCommerce-focused materials, including product pages, social media content, and landing pages.
- Led thought leadership content initiatives, positioning the brand as a trusted resource in the eCommerce space.
- Partnered with product and marketing teams to create customer success stories and educational content that improved conversion rates.

EDUCATION

MICA | The School of Ideas, India

May 2021

PG Certification in Digital Marketing and Communications

Specialization – Brand Marketing

University of Delhi, India

Jan 2017

Engineer's Degree in Food Technology and Processing

TOOLS & TECHNOLOGIES

Content Management & Promotion – WordPress | Taboola | SEMRush | Google Keyword planner

Email Marketing – Helpcrunch | Intercom | MailChimp

Social Media – Buffer | LinkedIn Ads | Facebook Ads

Data Analysis – Google Analytics | Search Console | MS Excel

Content Creation – Blogs | Thought Leadership| Infographics | Emails - newsletters and communications | Google Ads | Website Push notifications | PR articles & press release | Keyword Research | Link building | LinkedIn Ads | SEO | Canva