



VIJAYKUMAR METI

CONTENT MARKETING STRATEGIST

PROFESSIONAL PROFILE

Seeking a position as a Content Marketing Manager/ Content Marketing Strategist/ SEO Content Writer for a remote position. Over 8 years of experience working with Media Firms, Digital Marketing Agencies, Content Agencies B2B, SaaS and Online Retailers.

CONTACT

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Venkateshwara Colony,
Lingasugur - 584122



EDUCATION

MASTERS IN JOURNALISM
Gulbarga University | 2011

BACHELOR OF ARTS
Gulbarga University | 2009

TECHNICAL SKILLS

Google Keyword Planner ●

Google Analytics ●

Google Search Console ●

Adobe Photoshop ●

HTML 5 Basic Coding ●

Basic Web Development ●

WordPress ●

MS Office / Google Docs ●

PROFESSIONAL EXPERIENCE

SENIOR CONTENT WRITER
Oct 2021 - Sep 2022

DAY ONE TECHNOLOGIES
Bengaluru, India

- » Planning Content strategies for Day One and clients. Plan, design and execute content and social media calendars.
- » Developing SEO content for blogs, off-page, landing pages, and website content.
- » Developing exclusive content for marketing collaterals - Casestudies, whitepapers, emails, eBooks, banner copy, enterprise decks.
- » Developing ad copy for social media campaigns and search platform (Google Ads, Bing Ads).
- » Working closely with Lead generation and Sales teams to channelize email marketing and LinkedIn campaigns.

SEO CONTENT WRITER (FREELANCE)
April 2021 - Aug 2022

NEIL PATEL DIGITAL
Bengaluru, India

- » Developing SEO content for blogs, articles, product descriptions, off-page and website content.
- » Conducting in-depth research on industry-related topics in order to develop original content.
- » Write quality content under strict deadline with exciting, captivating and authentic approach.

SENIOR CONTENT WRITER
Apr 2016 - Apr 2017

BYJU'S
Bengaluru, India

- » Worked under Digital Marketing team.
- » Responsible for writing academic & non-academic content.
- » Responsible for off-page activities.
- » SEO optimization and proof reading.
- » Working closely with Graphic Designing team.
- » Uploading content using WordPress.

VIJAYKUMAR METI

CONTENT MARKETING STRATEGIST

FOLLOW ME

FACEBOOK

www.facebook.com/vmeti



TWITTER

www.twitter.com/vijaykumar_meti



INSTAGRAM

www.instagram.com/vkmeti/



LANGUAGE SKILLS



Native | KANNADA



Fluent | ENGLISH



Basic | HINDI

PROFESSIONAL SKILLS

Content Strategic Planning ●

Editorial Calendar Planning ●

Social Media Calendar Planning ●

Significant SEO Knowledge ●

Client-Facing Skills ●

Graphic Design ●

Leadership ●

HOBBIES / INTEREST



Newspaper



Photography



Reading



Traveling

PROFESSIONAL EXPERIENCE (CONTINUED)

NEWS SUB EDITOR (TECH)

Jul 2014 - Mar 2016

GIZBOT / ONE INDIA

Bengaluru, India

- » Handled a team of four in-house writer and freelancers.
- » Written tech & gadget related tutorials, how-to articles and first-hand reviews.
- » Encouraging the team for topic ideation.
- » Assign articles for freelancers & proofreading.
- » Responsible for final content publication.
- » Attended press meets, gadget launch events.
- » Attended Mobile World Congress (MWC) -2016 at Barcelona.

NEWS REPORTER (TECH)

Dec 2012 - Jun 2014

INTERNATIONAL BUSINESS TIMES

Bengaluru, India

- » Write tech news & articles for IBT Canada edition.
- » Plan, write & edit articles to published.
- » Upload articles through CMS.
- » Regularly updating IBT Canada website tech section.
- » Attended press events of tech product launches.
- » Responsible for tech section traffic growth.

ASSISTANT NEW EDITOR (TECH)

Aug 2011 - Nov 2012

SILICON INDIA

Bengaluru, India

- » Write tech, gadget news & articles.
- » Topic ideation as per recent events and updates.
- » Uploading articles through CMS.
- » Responsible for daily & weekly tech newsletter.
- » Managing SiliconIndia Blog written by subscribers.
- » Updating SiliconIndia website tech section regularly.
- » Responsible for 10X traffic growth of tech section.

CERTIFICATIONS

- **The Fundamentals Of Digital Marketing**
GOOGLE SKILLSHOP - MAY, 2021
- **Google Analytics Individual Qualification**
GOOGLE SKILLSHOP - MAY, 2021
- **Digital Marketing Certificate**
HUBSPOT ACADEMY - MAY, 2021
- **Content Marketing Certificate**
HUBSPOT ACADEMY - JUNE, 2021
- **Inbound Marketing Certificate**
HUBSPOT ACADEMY - AUGUST, 2021
- **SEO Certificate**
HUBSPOT ACADEMY - AUGUST, 2021