

LAVANYA SARAVANAN

Digital Content Strategist

I'm a passionate wordsmith with 5+ years of experience in content writing and specialize in crafting compelling, SEO-driven content that not only ranks but resonates. My journey in digital marketing has equipped me with a strong foundation across various verticals including content marketing, SEO, email marketing, and social media strategy.

Work Experience

CFX Technology (Coinfantasy)

(Digital Content Strategist)

Feb2024 –Apr2025

- Develop SEO-driven content focused on the Web3 domain, including blogs, educational guides, platform updates, and product-driven narratives.
- Researches crypto trends, blockchain concepts, and user behavior to produce insightful and accurate content tailored to both beginners and experienced traders.
- Enhanced email marketing content and strategy using data from Mailchimp and ConvertKit platform for tracking open rates, click-through rates, and conversion rates.
- SEO-optimized content for primary and secondary keywords, increasing monthly organic website traffic by 10X growth.
- Regularly pitched new ideas for blog topics, marketing copy, and creative campaigns to increase user engagement and drive lead generation.
- Managed content uploads like Medium with internal/external link building and formatting through Word Press, ensuring responsiveness, structure, and accessibility.
- Mentors a writer and one intern by providing regular content reviews, constructive feedback, and guidance on writing structure, SEO techniques, and brand voice.

M8 IT Solutions

(Senior content writer)

Aug2023–Feb2024

- Created SEO-optimized blogs, website copy, landing pages, product descriptions, adcreatives, and social media posts to target niche markets like smart home automation, IoT, and emerging technologies.
- Produced strategic content for SmartMia, covering topics such as home automation technology, smart hubs, smart farming, home automation franchises, and integrated smart home solutions.
- Created compelling storytelling formats and persuasive product narratives that enhanced user engagement and improved click-through rates across digital platforms.

Way2SmileSolutions

(Content Developer)

Nov2022 –July 2023

- Planned, developed, and executed high quality content for blogs, landing pages, newsletters, product descriptions, and social media campaigns with a focus on digital transformation, IT solutions, and enterprise tech.
- Collaborated with the SEO team to research industry-relevant keywords and implemented them effectively in content to improve organic search visibility.
- Designed and delivered content tailored to various buyer person as a cross the sales funnel—awareness, consideration, and decision stages.
- Partnered with UI/UX, design, and marketing teams to ensure cohesive messaging and brand consistency across all touch points.
- Analyzed performance metrics (CTR, bounce rate, engagement) to refine content strategies and enhance user retention.

Contact

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Location

Chennai

Education

2014-2018

Bachelor's Degree in Computer Science and Engineering SSMIET,
Dindigul

Certifications

HubSpot Academy

- ◆ SEO (Search Engine Optimization)

SEMRush

- ◆ Advanced Content Marketing Course

Great Learning

- ◆ Data Visualization using Tableau course
- ◆ Data Science Foundation course

RUBIXE

- ◆ 6monthsinternshipin RUBIXE(Bangalore)-Data Scientist Course Completion

Skills

- ◆ Copywriting
- ◆ SEO
- ◆ Quora marketing
- ◆ Email marketing
- ◆ Social media marketing
- ◆ Medium
- ◆ Wordpress
- ◆ Mailchimp
- ◆ SEMRush
- ◆ Convert Kit
- ◆ Link building
- ◆ Competitor analysis
- ◆ Keyword research
- ◆ Guest blogging
- ◆ Press releases
- ◆ Telegram campaigns
- ◆ Leadership

Language

English

Tamil

Red Tree Digital (Junior Content Writer)

Dec2021-Nov2022

- Devised comprehensive content strategies—short-term and long-term—tailored to brand goals, market needs, and audience behaviors.
- Planned and managed editorial calendars to streamline production schedules, ensuring timely and consistent content delivery.
- Authored well-researched guest blogs for international clients across the US, UK, Canada, and Australia, adapting tone and context for diverse regional audiences.
- Collaborated with subject matter experts (SMEs) to write in-depth e-commerce product review blogs, emphasizing value-driven analysis and buyer guidance.

Kamsys Tech Solutions (Copy Writer)

Nov2020-Dec2021

- Wrote keyword-optimized product descriptions tailored for platforms like Amazon, Etsy, ebay, and shopify, ensuring alignment with platform-specific guidelines and user behavior.
- Performed keyword research using tools like merchant words & Helium10 to enhance product visibility, rankings, and conversion potential.
- Edited and enhanced product images and videos for enhanced brand content(EBC),contributing to visually engaging and informative listings.
- Applied basic html & css knowledge for formatting product pages, embedding multimedia, and maintaining visual consistency.
- Proofread and edit all content to ensure grammatical accuracy, brand tone, and clarity before final publication.

Norin Digital (Content writer-Trainee)

Sep2019-Oct2020

- Created engaging and value-driven content including blog posts, case studies, and website copy to Support digital marketing campaigns.
- Conducted competitive research to assist in the development of content strategies tailored to target audiences.
- Adapted writing style and tone to align with various platforms, industries, and audience demographics, ensuring maximum reach and impact.
- Learned the foundational practices of SEO writing, and digital story telling under close mentorship.

PROJECTS

GRID Protocol (DePIN app)

Content Writer (Product)

- Contributed to the development and launch of GRID, a Super App designed as the primary entry point to the DePIN (Decentralized Physical Infrastructure Networks) ecosystem.
- Crafted clear, engaging, and technically sound content for GRID, a Super App that serves as a primary gateway into the DePIN (Decentralized Physical Infrastructure Networks) ecosystem.
- Simplified complex DePIN concepts in to user-friendly language across product documentation, web content, and promotional material.

