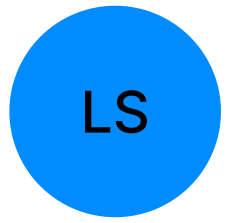


# LAVANYA SARAVANAN

## SEO & Content Marketing Associate

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https://www.linkedin.com/in/lavanya-saravanan-74a306198/ | Chennai



### EXPERIENCE

#### SEO & Content Marketing Associate

##### CFX Technology

02/2024 - 04/2025

- A company specializing in SEO and content marketing within the crypto space
- Developed compelling SEO-driven content tailored for the Web3 domain, resulting in significant traffic growth
  - Conducted research on crypto trends and blockchain concepts to create insightful content
  - Enhanced email marketing content and strategies leading to improved engagement metrics
  - Pitched innovative content ideas and mentored junior writers

#### Senior Content Writer

##### M8 IT Solutions

08/2023 - 02/2024

- A digital solutions provider focusing on smart technologies
- Produced SEO-optimized content for a variety of digital platforms targeting smart technology markets
  - Developed comprehensive content strategies in collaboration with design and marketing teams
  - Analyzed performance metrics to enhance user engagement

#### Content Developer

##### Way2smile Solutions

11/2022 - 07/2023

- Crafted high-quality content for blogs, landing pages, and newsletters with an emphasis on digital transformation
- Collaborated with SEO teams for keyword research to boost organic visibility
- Designed content tailored to different buyer personas, improving conversion rates

#### Junior Content Writer

##### Red Tree Digital

12/2021 - 11/2022

- Authored comprehensive content strategies aligned with brand goals
- Managed editorial calendars ensuring consistent and timely content delivery
- Collaborated with experts to produce analytical and engaging product review blogs

#### Copy Writer

##### Kamsys Tech Solutions

11/2020 - 12/2021

- Produced keyword-optimized product descriptions for e-commerce platforms
- Conducted keyword analysis to enhance product visibility and conversion
- Ensured content adhered to branding and quality standards

### EDUCATION

#### Bachelor's Degree in Computer Science and Engineering

##### SSMIET

08/2014 - 05/2018 | Dindigul

### SUMMARY

I'm a passionate wordsmith with over 5 years of experience in content writing, specialized in SEO-driven content that not only ranks but resonates with audiences. Throughout my career in digital marketing, I've honed my skills across various verticals including content marketing, SEO, email marketing, and social media strategy

### STRENGTHS

#### SEO Content Production

Strong ability in producing SEO-driven content across multiple platforms

### KEY ACHIEVEMENTS

#### Content Strategy Development

Successfully developed content strategies that significantly increased user engagement and improved organic search traffic across all previous roles

### LANGUAGES

#### English

Native



#### Tamil

Native



### SKILLS

Copy writing

Content marketing

Content editing

Email Marketing

Blogging

HubSpot

Keyword research

Mailchimp

SEMRush

SEO

SMM

Link building

Product optimization

WordPress

Press release

## PROJECTS

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### GRID Protocol (DePIN)

📅 2024 📍 Chennai, India

GRID is a Super app for DePIN that aims to be the primary gateway for users entering the DePIN ecosystem.

- Transforms the passive income landscape by integrating Decentralized Physical Infrastructure Networks (DePIN) into a unified and efficient platform.
- Users can leverage underutilized resources, such as IoT devices, GPUs, or infrastructure nodes, by delegating them to the GRID ecosystem.