

Mohammed Mansoor KN

Content Writer

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Professional Summary

Content writer with 4+ years of experience creating blogs, landing pages, website copy, video scripts and email campaigns for fintech, SaaS, and education sectors. Specialized in long-form writing, content planning, and distribution across platforms. Experienced with tools like WordPress, SEMrush, Google Search Console, and Google Analytics to manage high-volume content and track performance.

Technical Skills

Long-form Content Writing | SEO content strategy | Content calendar planning |
Content Repurposing | Keyword research | Conversion copywriting | Blog Strategy |
On-page optimization | Email Copywriting | Content Management System

Tools

Google Search Console | WordPress | Apollo.io | Google Analytics | Mailchimp | Ahrefs |
SEMrush | Zoho Campaigns | AI Content Optimization | Canva

Work Experience

MassCampaigns 08/2023 – 03/2025 | Chennai

Associate Content Writer

- Managed content production across multiple formats including ad copies (Google/Meta/LinkedIn), landing pages, video scripts, and emails for 5 education-sector clients
- Led a 2-member content team, providing mentorship and quality control while collaborating with SEO, design, and paid ads teams
- Partnered with Neil Patel Digital India to implement and execute SEO strategies for Fateh Education, a premier study abroad consultancy
- Executed high-volume content production (60-70 content pieces/month) that ranked 60+ keywords in top 3 and 200+ in top 10 positions, contributing to 300+ weekly leads at 1.2% conversion.
- Co-developed a funnel-based campaign for 40+ study abroad courses that delivered 200+ leads/month (2% conversion) through 70+ marketing assets (ads/carousels/videos), including LinkedIn Conversation Ads with 50% open rate and 3% CTR.
- Streamlined operations using ClickUp for task management and implemented automated lead routing through Zoho CRM, and Zapier integrations

iSolve Technologies

05/2022 – 07/2023 | Chennai

Content Writer

- Created fintech blog strategy covering full lifecycle from keyword research to WordPress publishing and Google Analytics performance tracking.
- Managed all social media content (LinkedIn, Meta, Pinterest), growing LinkedIn followers from 10 to 1,000+ in 2 months
- Executed outbound email campaigns using Apollo.io and Zoho Campaigns that generated 50+ qualified leads and client conversions within 5 months.
- Maintained rigorous content calendar while aligning with product marketing goals in a lean 4-person marketing team

Randstad India

10/2021 – 01/2022 | Chennai

Content Developer

- Created comprehensive technical documentation for Caterpillar's heavy equipment applications using MadCap Flare
- Rapidly mastered MadCap Flare interface (within 7 days) despite no prior experience, leveraging HTML/CSS knowledge

Sound Pro Ads

06/2020 – 09/2021 | Bangalore

Content Analyst

- Produced technical content including blogs, whitepapers, and research articles on cybersecurity, blockchain, and fintech
- Demonstrated exceptional turnaround by delivering 15 FIFA World Cup-themed cybersecurity blogs (with case studies and threat analyses) in just 8 days
- Focused on execution-stage content production, honing skills in structure, clarity, and deadline management using Grammarly and Quillbot

Education

Jeppiaar SRR Engineering College

2018 | Chennai

B.E., Electrical & Electronics Engineering

Languages

English – Fluent | Tamil – Native

Certifications

Fundamentals of Digital Marketing – Google

Copywriting for Social Media – LinkedIn Learning

Web Development (WordPress, HTML/CSS) – Fita Academy