

R ROSHAN SUNTHAR

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PROFILE SUMMARY

Content Marketing Leader with 7+ years of experience (3 years in leadership), driving growth through SEO, content strategy, and high-performance team management. Proven track record of scaling organic traffic to 1.77M in under 18 months, optimizing content pipelines, and delivering measurable ROI.

CORE SKILLS & COMPETENCIES

Content Strategy & Lifecycle Management | Editorial Calendar & Content Pipeline Optimization | Team Leadership & Mentoring | Social Media Management & Brand Storytelling | Web Analytics | Omni-Channel Marketing (Blogs, Video, Social, Email) | Project Management

PROFICIENCY

Semrush | CMS (WordPress, Strapi) | Looker Studio | Canva | CapCut | MailChimp | Zoho CRM | Microsoft Office | Hemingway Editor

CERTIFICATIONS

[Executive PG Certification in Digital Marketing and Analytics](#) – IIT, Roorkee (via Intellipaath)

SEO (On-Page, Off-Page, Technical), SEM (Google Ads), SMM (Meta Ads), Email Marketing, Affiliate Marketing, Influencer Marketing, Retargeting Strategies, AI Tools, Types of Attribution Models, [Capstone Project](#).

PROFESSIONAL EXPERIENCE

Kanan International – Content Writer (Content Marketing Lead)

Mar 2022 – Present | Chennai

- Developed and executed a comprehensive content marketing strategy for a global audience, tailoring messaging across regions to drive engagement, generate leads, and ensure cultural relevance with diverse buyer personas.
- Oversee the end-to-end content pipeline, from creation to publishing, ensuring every piece aligns with our overarching goals.
- Wrote, edited and optimized SEO content, contributing **20%** of the site's overall organic traffic, generating **1.77** million monthly visitors.
- Syndicate the existing content to enhance our brand awareness across digital channels.
- Led a team of 3 writers and 5 interns, increased productivity by **15%** through SOPs & workflow optimization.
- Conducted in-depth keyword research with Semrush, targeting top, mid, and lower funnel keywords, increasing traffic to existing content by **30%**.
- Managed an editorial calendar delivering 3–5 long-form blogs and 5+ short-form assets weekly.
- Monitored performance using GA4 and GSC, tracking KPIs including organic traffic, keyword rankings, and engagement rates.
- Collaborated cross-functionally with the performance, sales, and product teams to align content strategy.
- Coordinated with developers for technical SEO fixes and graphic designers for creative assets respectively.
- Managed cross-platform content distribution, ensuring consistent messaging and brand voice.
- Managed paid media campaigns, with hands-on expertise in Google Ads, Meta Ads, retargeting, and A/B testing.

Other Roles:

Company Name	Designation	Duration
HRF	<u>Associate Coordinator (Content Writer)</u>	Sept 2019 – Feb 2022
Thrillophilia	<u>Content Writer</u>	Mar 2019 – Jul 2019
Insights IAS Academy	<u>Freelance Content Writer</u>	Nov 2018 – Mar 2019
Five Feed Learning Solutions Pvt Ltd	<u>Academic Content Writer</u>	Jun 2018 – Oct 2018
Visualite Academy	<u>Content Writer</u>	Feb 2018 – Jun 2018
Hewlett Packard (HP)	<u>Process Associate</u>	Jun 2012 – Jun 2014