

# SUKHWINDER KAUR

## CONTENT MARKETER

### CONTACT

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Chennai, TN

### TOTAL EXPERIENCE

Total Experience - 15 years +

Business Development - 4 years

Content Development - 10 years+

Social Media Marketing - 2.5 years

### SKILLS

Content Strategy and Development

Content Editing

Copy Writing

Social Media Marketing

Proficient in Digital Marketing (SEO, SMM,

PPC & Email Marketing)

WordPress/Wix Website development

Canva and Bynder, Basic Video Editing

### DIGITAL MARKETING TOOLS

Google analytics

Google Adwords

Keyword Planner

Google Search Console

SEMrush

Yoast

Ubersuggest

Hubspot

### PROFILE

With over 10+ years of experience, I am a seasoned content marketer with expertise in crafting impactful content strategies, conducting in-depth research, and delivering high-quality content across multiple platforms. I have a proven ability to create original, customer-centric content that drives conversions and enhances sales performance.

Known for my strong attention to detail and passion for storytelling, I consistently deliver results that exceed expectations. Driven by a commitment to continuous growth, I have recently expanded my skill set to include coding languages, database management, and AI/ML technologies.

Explore my extensive work experience below to learn more.

### WORK EXPERIENCE

#### Content Marketing Specialist- Full-time

Kido International Preschool & Daycare

07/2024-07/2025

- Curated AI-generated blogs to align with product positioning and brand messaging for the UK, US, and India markets, driving over 200K+ website visits solely from blog content within 6 months.
- Planned, created, and analyzed social media content via HubSpot to enhance Kido India's brand presence and boost engagement across various platforms
- Created compelling taglines, ad copy, and descriptions for paid marketing campaigns, aligning with product positioning to maximize reach and conversions.
- Curated targeted email content for various campaigns, focusing on customer engagement and driving product-related conversions.
- Crafted and distributed monthly newsletters to engage and retain customers in India and the UK, showcasing product updates, promotions, and exclusive offers, driving lead generation and customer retention.
- Designed digital marketing assets, including Google ads, social media creatives, WhatsApp visuals, webinar promotions, and email banners, using Bynder to support product launches and campaigns.
- Leveraged Bynder for the design and management of branding materials such as brochures, posters, banners, and business cards, ensuring a unified and impactful visual identity.
- Crafted and edited content for all marketing collaterals, ensuring alignment with product messaging and positioning.
- Edited and uploaded Webinar videos on the company's web app to enhance on-demand learning and foster customer engagement.
- Managed end-to-end PR and branding activities, including award nominations and article publications, coordinating all efforts to enhance brand visibility and credibility, which contributed to the company winning the prestigious EW Award 2024-25.

Surfer SEO  
Buffer  
Hootsuite  
BuzzSumo  
CoSchedule  
Google Trends  
Bynder

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## EMAIL MARKETING TOOLS

Mailchimp  
Zoho Mail

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## PROJECT MGMT TOOLS

ClickUp  
Notion  
Trello

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## VIDEO TOOLS

CapCut  
Vimeo  
Loom

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## OTHER TOOLS

MS Word  
MS Powerpoint  
MS Excel  
Grammarly  
Hemingway Editor  
Google Docs  
ChatGPT  
Perplexity

- Assisted the business development team with the creation of product-focused marketing and sales materials.
- Reviewed and proofread internal communications, including employee handbooks and website content, ensuring clarity and consistency with brand tone.
- Edited testimonial video subtitles and other marketing content, ensuring accuracy and alignment with brand voice.

### Content Marketer- Full-time

**Lendai (B2B2C)**

**04/2023-05/2024**

- Demonstrate expertise in generating impactful copy tailored for PPC ads, landing pages, and various social media platforms, ensuring brand resonance and engagement.
- Develop captivating blog posts, articles, press releases, flowbot content, email content, newsletter content, social media ad copy, google ad copy and sales collateral, fostering brand visibility and audience engagement.
- Develop and optimize content for meta descriptions, meta titles, and other essential elements vital for enhancing the company's online presence and SEO performance.
- Conducted comprehensive research—including competitor analysis, keyword and topic exploration, and social media trend monitoring—to shape effective content strategies and enhance market visibility.
- Proofreading and editing various marketing materials to ensure accuracy, clarity, and consistency across all content.

### Social Media and Content Marketer

**Dowise (A Product of Lendai)**

- Develop and implement content strategies tailored to each social media platform and target audience. Conducted research to identify trending topics and relevant hashtags to optimize content reach and visibility.
- Schedule and publish posts using social media management tools to maintain a consistent online presence.
- Utilize AI-powered tools and platforms to generate high-quality content for various sections of the website, blogs and articles, ensuring that it aligns with the brand voice and objectives.
- Develop content plans and schedules for AI-generated content, taking into account the website's objectives, target audience, and marketing initiatives.
- Utilize WordPress content management system to schedule and publish posts, ensuring timely and consistent updates to maintain a cohesive and engaging online presence.
- Work closely with other teams such as marketing, SEO, and design to ensure that AI-generated content aligns with overall website goals and objectives.
- Review and edit AI-generated content to ensure accuracy, coherence, and readability. Make necessary adjustments to improve clarity and coherence while maintaining the integrity of the AI-generated text.

### Content Specialist - Freelance

**Salesken (Sales Conversation AI Platform)**

**09/2022-03/2023**

- Developed comprehensive guides for on-site SEO, offering actionable strategies to improve website rankings and visibility.
  - Conducted in-depth research to stay updated on industry trends and best practices, integrating relevant insights into content creation.
  - Collaborated with cross-functional teams to ensure content alignment with overall marketing strategies and objectives.
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## EDUCATION

Pursuing MCA in AI and ML

**Chandigarh University**

2024 -2026

PGP in Marketing Mgmt

**Welingkar Institute of Management**

2023-2024

Advance Certificate Program in Digital Marketing

**NMIMS, Mumbai**

2019-2020

M.A. in English Literature

**Punjab University, Chandigarh**

2014-2016

DOEACC 'O' Level

**National Institute of Electronics  
& Information Technology**

2009-2010

M.Sc. in Environment and Solid Waste Mgmt.

**Punjab University, Chandigarh**

2007-2009

B.Sc. (Botany, Zoology, Chemistry)

**Punjab University, Chandigarh**

2004-2007

12th (Biology, Chemistry, Physics)

**Govt. Model Sr. Sec. School, Mohali**

2002-2004

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## EXTRACURRICULAR ACTIVITIES

- Participated in the "Umeed", a play dedicated to the empowerment of transgender individuals. My involvement extended to both event organization and performing in this play which was based on a real-life incident in Kochi.
- Volunteered with Bhumi NGO, contributing time and effort to various community projects and initiatives aimed at education and social welfare. Received Certificate of Appreciation for volunteer contributions.

## Senior Content Marketing Associate - Full-time

**Multiplier (Global Employment Solution Platform - B2B)**

**03/2022-12/2022**

- Developed informative and engaging content for the company's website, encompassing long-form articles and insightful blogs, to drive audience engagement and enhance brand authority.
- Created compelling sales collateral, including e-books, case studies, pillar pages and reports to support sales and marketing initiatives and effectively communicate value propositions to prospects and clients.
- Managed a team of junior content writers, providing guidance, mentorship, and constructive feedback to foster their professional growth and ensure alignment with content strategy and objectives.
- Reviewed and evaluated content produced by in-house junior writers and external contributors, ensuring accuracy, consistency, and adherence to brand voice and style guidelines.
- Collaborated with cross-functional teams, including marketing, design, and sales, to ensure content initiatives aligned with overall business goals and contributed to the achievement of key performance metrics.

## Social media and Content Marketing Specialist- Full-Time

**Scrollwide (IT Services company - B2B2C)**

**06/2020-03/2022**

- Crafted comprehensive content strategies tailored to meet company objectives, incorporating competitor analysis, audience research and industry trends analysis to drive engagement and brand visibility.
- Produced high-quality content across various formats including articles, blog posts, website content, info-graphics, and press release aligning with brand voice and maintaining consistency across platforms.
- Implemented SEO best practices to optimize content for search engines, resulting in increased organic traffic and improved website ranking.
- Crafted persuasive copy for PPC ads and landing pages, optimizing messaging to drive conversions and enhance user experience.
- Developed and implemented content strategies tailored to target audience. Conducted research to identify trending topics and relevant hashtags to optimize content reach and visibility.
- Scheduled and published posts using Hubspot to maintain a consistent online presence.

## Content Specialist - Part-time

**Truekonnects (POS system - B2B)**

**02/2017-07/2021**

- Developed website and blog content from inception, prioritizing user-friendly readability and strategically infusing SEO keywords to optimize search engine performance.
  - Formulated dynamic copy for landing pages and social media platforms, leveraging persuasive language to captivate audiences and drive meaningful engagement.
  - Generated compelling guest post content, curated social bookmarking entries, and crafted insightful Quora responses, adeptly showcasing the company's offerings and expertise.
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## STRENGTHS

Quick Learner

Sincere

Optimistic

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## LANGUAGES

English

Hindi

Punjabi

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## PERSONAL DETAILS

Date of Birth: July 1986

Nationality: Indian

### Content Specialist - Part-time

SmartKonnechs (Digital Marketing Agency -B2C)

02/2017-07/2021

- Demonstrated versatility by crafting content for a diverse range of industries, including hotels, auto & scrap, pharma, network security, salon, casino, and more. My expertise spans across various sectors, showcasing adaptability and a deep understanding of distinct market landscapes.
- Authored a spectrum of content types, including SEO blogs, website content, press releases, and Quora answers.

### Content Specialist -Freelance

Templatio (Marketing and Advertising Agency - B2C)

09/2016-04/2020

- Crafted content for a variety of industries, including hospitality software, hotels, legal services, laundry app solutions, woodcraft, and more.
- Produced a range of content types, including SEO blogs, press releases, guest posts, Quora answers and more to optimize not only search engine visibility but also effectively communicate key messages and enhance brand presence across various platforms.

### Content Specialist -Freelance

City Innovates (Digital Marketing Agency -B2C)

07/2016-03/2018

- Crafted engaging content including website content, blogs, newsletters, social media posts, and press releases. Developed original web content from inception, focusing on SEO optimization and user-friendly navigation.
- Developed content across diverse sectors, encompassing real estate, spa, travel, hotel, software, crypto and beyond."

### Content Specialist - Freelance

Internet Moguls (Hospitality Digital Marketing Agency - B2C)

07/2016-05/2017

- Crafted SEO blogs and articles with the aim of enhancing SEO ranking.
- Created original web content for websites and blogs, ensuring it was both SEO optimized and user-friendly.

### Content Specialist-Freelance

Brandconn (Digital Marketing Company-B2C)

06/2016-04/2017

- Produced content across various domains including Digital Marketing, Skin Care, Law, Loans, Car Hire, etc., while ensuring it maintained SEO friendliness.

### Content Writer-Freelance

Aglasem (Ed-Tech -B2C)

04/2016-10/2016

- Authored SEO-optimized blog posts and articles focusing govt. exams and other educational topics.

### Content Writer - Part-Time

PagalParrot (Entertainment Blog-B2C)

01/2016-04/2016

- Conducted comprehensive research on trending topics, news, and developments within the entertainment industry to generate innovative ideas.
  - Produced and edited various types of content including articles, blog posts, news stories, reviews, and more, focusing on movies, TV shows, music, celebrity news, events, and pop culture.
  - Collaborated closely with editors, content managers, and team members to ensure content coherence with the platform's tone, style, and objectives.
  - Published content on the website, adhering to strict standards of accuracy and timeliness.
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## **Proof Editor - Full-time**

**Unistar Books (Publishing House)**

**06/2015-11/2015**

- Proofread grade 9 & 10 mathematics books ensuring accuracy and clarity of content.
- Reviewed fiction books submitted by other writers, conducting thorough editing and proofreading.
- Provided insightful recommendations to enhance the quality and effectiveness of the content.
- Contributed to maintaining high editorial standards within the publishing house.
- Worked on compiling a book featuring articles in the newspaper, focusing on struggles of Bhagat Singh.
- Engaged in the transcription and organization of historical content related to Bhagat Singh's life and activism.
- Ensured accuracy and integrity of the compiled materials to preserve the historical significance of the publication.

## **Business Development Executive - Full-time**

**ETP/ STP Manufacturing Company**

**06/2010-04/2014**

- Identified and pursued new business opportunities for ETP (Effluent Treatment Plant) and STP (Sewage Treatment Plant) projects.
- Conducted market research to identify potential clients and industries in need of wastewater treatment solutions.
- Collaborated with engineering and technical teams to understand client requirements and propose customized ETP/STP solutions.
- Prepared and delivered presentations to prospective clients, highlighting the benefits and capabilities of the company's ETP/STP plants.
- Negotiated contracts, pricing, and terms of agreements with clients to secure new projects.
- Monitored industry trends and regulations to stay informed about changes that could impact business opportunities.
- Worked closely with project managers and operations teams to ensure smooth execution and delivery of ETP/STP projects.
- Provided ongoing support to clients, addressing any concerns or issues and maintaining customer satisfaction.

**Sukhwinder Kaur**

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