

# [Yash A Khatri](#)

Nashik, India | [LinkedIn](#) | [+91 9970357395](#) | [yk3297@gmail.com](#)

## WORK EXPERIENCE

---

**The Customer Co [Be Media By Animoca Brands]** **Australia [Remote]**  
*Content Manager* *Present*

- Developed SEO-focused content strategies for 10+ eCommerce and content-driven properties to drive over 30,000 sessions from search within 6 months of joining.
- Sourced, vetted and worked with 30+ writers to manage the content pipeline efficiently using Notion and other tools.
- Assigned, managed, and edited 100+ pieces of content, serving as editor-in-chief for all content to ensure quality, clarity, and consistency match the requirements of the brand.
- Managed end-to-end delivery of all content marketing projects, acting as the single point of contact for all queries regarding organic content and SEO for stakeholders

**Book A Workshop [Fitoor Pvt. Ltd]** **India**  
*Head Of Digital Initiatives*

- Developed, implemented and analyzed marketing strategies to drive audience growth and revenue
- Headed the digital initiatives department collaborating with the content marketing, SEO, and performance marketing teams
- Influenced and planned the company's E-commerce strategy while measuring the success via analytics, insights, and ad managers
- Diagnosed and reduced customer concerns, issues, or complaints through root cause analysis and developed solutions to prevent recurrences
- Spearheaded user experience enhancements by working with various cross-functional teams across geographies
- Maximized search traffic and increased organic traffic by over 290% over a period of 6 months.

**GrowBizx** **India**  
*Marketing Consultant*

- Identified and formed the best marketing strategies for clients in B2B space
- Evaluated current marketing strategies and offered suggestions for user experience improvement in areas as diverse as ATL, OOH, content, SEO, social media, email marketing, digital advertising, and website design.
- Audited and developed plans and strategies with the clients to create, launch, and promote new campaigns, advertisements, marketing collaterals, websites, applications, and businesses processes.
- Handled and supervised end to end delivery of 5 projects over 12 months

## EDUCATION

---

**Master of Business Administration** **India**  
*Marketing/Savitribai Phule Pune University*

- Published research papers in peer reviewed journals

**Bachelor of Business Administration** **India**  
*Business Administration & Marketing/BYK College Of Commerce*

- Completed certification course on Entrepreneurship Development

## **SKILLS & TOOLS**

---

**Skills:** Leadership, marketing management, project management, digital marketing, content marketing strategy, search engine optimization, project planning, strategy and implementation of plans. email marketing, stakeholder management, customer relationship management, team management, ability to learn quickly on the fly, Agile framework

**Tools:** Wordpress, Notion, Trello, Microsoft Office, Google Workspace, Ahrefs, SEMrush, UberSuggest, Canva, Google Ads, MailChimp.

## **Course Experience And Certifications**

---

### **Project Management Professional Certificate**

*Google*

- Learnt how to estimate time and budgets for projects, identify and managing risks, run effective meetings and manage stakeholders
- Honed in knowledge of Agile and Scrum frameworks while improving leadership skills and learning how to navigate team dynamics

### **Content Marketing Specialist Certificate Course**

*Digital Marketer*

- Developed a clear understanding of the What & Why of content marketing & customer acquisition
- Learnt how to generate content that drives customer awareness, generates leads, attracts new customers, builds customer retention & loyalty.

### **Inbound Marketing And Social Media Certification**

*HubSpot*

- Learnt about inbound marketing techniques
- Developed a deep understanding of core tactics of inbound marketing to advance my skills as an inbound marketer
- Learnt how to develop an engaging and effective social media strategy and how to build an inbound social media strategy that delights customers

### **SEO Writing Masterclass Certification Course**

*Surfer SEO*

- Learnt and practiced SEO techniques like keyword research, competition analysis, content strategy SEO keyword and phrases usage and how to optimize a page for SEO.

### **Online Marketing Fundamentals Certificate Course**

*Google*

- Learnt the fundamentals of data analytics and business insights, business strategy, content marketing, digital advertising, email marketing, eCommerce, local SEO and marketing, mobile marketing, search engine optimization, search engine marketing, social media marketing, video and brand marketing and web optimization.

## **[All Certifications](#)**

## **PRODUCTS BUILT**

---

**[Sourcing From](#)** - Learning platform for importers and exporters to learn how to get products from Asia for their Amazon FBA or Private Label business

**[Content Writing 101](#)** - Content marketing agency and educational platform for new writers