

Yash A Khatri, CSM®, MBA

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Work Experience

The Customer Co [Be Media By Animoca Brands]

Australia [Remote]

Project Manager - Content Marketing

2021-2022

- Developed SEO-focused content strategies for 10+ eCommerce and content-driven properties to drive over 30,000 sessions from organic search.
- Sourced, vetted, and worked with 30+ writers to manage the content pipeline efficiently using Notion, Excel, and other project management tools.
- Assigned, managed, and edited 120+ pieces of content, serving as editor-in-chief for all content to ensure quality, clarity, and consistency match the brand's requirements.
- 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

GrowBix Brand Builders

India

Product Manager

2021-2021

- Led and managed the product development team to create a robust end product.
- Provided vision and direction for agile product development and brand development
- Managed administrative tasks, the team, and stakeholders throughout the business lifecycle
- Coordinated activities across cross-functional teams
- Assisted in the recruitment of scrum team members and key personnel

GrowBix Brand Builders

India

Project Manager - Marketing

2017-2021

- Identified, formed, and executed the best marketing strategies for clients to create, launch, and promote new campaigns and products that drive revenue and audience growth
- Evaluated current marketing strategies and offered suggestions for user experience improvement in areas as diverse as ATL, content, SEO, social media, email marketing, digital advertising, and website design.
- Worked with global cross-functional teams to ensure experience enhancements and new product development
- Handled and supervised end-to-end delivery of multiple projects

Education

Master of Business Administration - Marketing

Savitribai Phule Pune University

- Published research papers in peer-reviewed journals

Bachelor of Business Administration - Business Administration

BYK College Of Commerce

- Completed certification course on Entrepreneurship Development

Certifications And Course Experience

CSM® - Certified Scrum Master

Scrum Alliance

- Developed a clear understanding of the Scrum Framework, Artifacts, Ceremonies, and more.

Project Management Professional Certificate

Google

- Learned how to create project charters, estimate time and budgets for projects, identify and manage risks, run effective meetings, manage stakeholders and team utilization, create and manage SOPs and knowledge
- Honed in the 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
- Learned how to generate content that drives customer awareness, generates leads, attracts new customers, and builds customer retention & loyalty.

Inbound Marketing Certification

HubSpot

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

Online Marketing Fundamentals Certificate Course

Google

- Learned the fundamentals of data analytics and business strategy, planning and insights, 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.

SKILLS And TOOLS

Skills:

Facilitation and leadership, scrum framework, agile project management, strategy, insights, planning, and implementation of solutions, digital marketing, content marketing strategy, search engine optimization, stakeholder management, customer relationship management, team management, remote team coordination.

Tools And Technologies:

WordPress, Jira, Notion, Trello, Microsoft Office, Google Workspace, Ahrefs, SEMrush, UberSuggest, Canva, Google Ads, MailChimp.