SHREYAS Y D

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PROFESSIONAL SUMMARY

Digital-first content & marketing leader with a decade of experience driving brand growth, performance marketing initiatives, and integrated content operations across B2B and B2C sectors. I excel in creating content ecosystems, increasing organic traffic, enhancing lead quality, and guiding cross-functional teams. Proven success in SEO optimisation, social media campaigns, digital analytics, and multi-channel marketing. Now seeking a Digital Marketing Manager role to leverage expertise in growth strategy, conversion optimisation, and content-driven demand generation through social media, SEO and AI chat bot channels.

CORE COMPETENCIES

- Digital Marketing: SEO, SEM, Performance Marketing, Google Ads, Social Media Strategy, Lead Generation, Audience Targeting, Campaign Optimisation
- Content Leadership: Content Strategy, Editorial Planning, Content Operations, Brand Messaging, Multi-Format Content Production
- Analytics & Tools: Google Analytics, Search Console, Keyword Research, A/B Testing, Traffic Analysis, Funnel Optimisation
- Project & Team Management: Cross-Functional Collaboration, Stakeholder Management, Workflow Design, KPI Frameworks
- Brand & Communication: Positioning, Integrated Campaigns, Messaging Frameworks, Market Research
- AI Content Generation: Prompt Engineering, AI-Assisted Copywriting, SEO-Optimised Content Creation, Content Automation Workflows, Editorial Quality Control, Human-in-the-Loop Review

TECHNICAL SKILLS

- Google Analytics
- Google Ads
- Google Search Console
- SEMrush
- Ahrefs
- Meta Ads
- LinkedIn Campaign Manager
- WordPress
- Mailchimp
- HubSpot
- Hootsuite
- Zoho CRM
- Adobe Photoshop
- Da-Vinci Resolve
- Canva
- Notion
- Trello
- JIRA
- ChatGPT
- Gemini
- Claude
- OpenAI Sora
- Google Veo II
- Microsoft Excel
- Microsoft PowerPoint
- Microsoft Word

PROFESSIONAL EXPERIENCE

Social Media & Content Manager
Jones Asset Management (Jones Group) |August 2024 – Present | Bengaluru, Karnataka, India

Key Achievements

- Designed and executed digital marketing for four business units, growing website traffic by 2x and organic leads by 300%.
- Launched and scaled Jones RecruitZo to 17,000+ followers organically, developing a full content engine, video strategy, and community engagement model.
- Repositioned Jones Elite Logistics across B2B and B2C verticals, increasing website engagement and improving marketing qualification accuracy.
- Introduced AI content generation pipelines for the creative process to reduce TAT by 60% for social media marketing.
- Utilised AI content generation for the SEO team to increase team productivity by 50% while keeping quality standards high, resulting in the 187% growth of visitors to the website, with 86% of these coming from SEO content.

Core Responsibilities

- Lead a team of writers and social media executives to execute digital campaigns, content calendars, SEO plans, and paid marketing initiatives.
- Develop and optimise SEO-driven content, managing keyword research, SERP analysis, and on-page/off-page improvements.
- Oversee website content, CRO enhancements, and landing page optimisation to boost lead quality and reduce bounce rates.
- Collaborate with leadership to structure performance-led marketing campaigns, converting strategic objectives into measurable content outcomes.
- Prepare performance dashboards and KPI tracking systems used in leadership decision-making across marketing, sales, and operations.
- Analyse traffic, rankings, audience behaviour, and funnel performance to refine content strategy for acquisition and engagement.
- Conduct competitor benchmarking and market intelligence to identify content gaps, keyword opportunities, and campaign ideas.
- Research and strategize how to implement new technologies, processes and AI resources for content generation, reports and analytics to improve the digital marketing efforts.
- Own the entire Social Media pipeline, strategizing new content ideas, reviewing content calendars, coordinate with designers and outside stakeholders to build and publish content on all social media channels.
- Review performance, find missing and optimize existing channels, rework and develop social media content to grow organic presence of all the brands.
- Set clear KPIs and ownership models to improve accountability and on-time delivery.
- Managed workloads, priorities, and resource allocation to meet tight deadlines without compromising quality.
- Drove productivity improvements through process optimisation and workflow standardisation. Interviewed, evaluated, and onboarded team members aligned with role and culture fit.
- Identified skill gaps and implemented upskilling initiatives to strengthen team capability.

Marketing Manager
Karle Infra (Karle Group) | November 2023 - July 2024 | Bengaluru, Karnataka, India

Key Achievements

- Increased LinkedIn followers by 60% and doubled engagement through targeted content themes and improved posting frequency.
- Grew Instagram channel by 21% using analytics-driven visual storytelling and hashtag optimisation.
- Improved event marketing performance, generating 30–40% higher participation for monthly B2B engagement events.
- Streamlined content workflows across business units, reducing turnaround time by35%.

Core Responsibilities

- Acted as the primary content strategist and creative lead, generating digital content, leadership communication, and all event collateral.
- Managed digital campaigns across LinkedIn, Instagram, and Google Ads, including ad copy, targeting, budgets, and performance tracking.
- Led content production for internal and external communication including newsletters, quarterly reports, tenant engagement, and corporate presentations.
- Planned and executed online-to-offline marketing events, tracking KPIs such as engagement, participation, and satisfaction scores.
- Coordinated with vendors, designers, and internal stakeholders to align brand identity and ensure campaign consistency.
- Conduct multiple "Tenant Activation" activities that engage the existing Karle Town Centre residents and tenants in the digital space through the website or social media channels.

Content & Brand Marketing Consultant
Self Employed | August 2021 - October 2023 | Bengaluru, Karnataka, India

Key Achievements

- Repositioned multiple B2B and B2C brands, improving digital visibility and generating measurable increases in search traffic and engagement.
- Built brand messaging systems, tone frameworks, and content ecosystems for clients in tech, retail, and consumer services.
- Enabled clients to reduce content dependency by implementing scalable governance and content workflow systems.

Core Responsibilities

- Conduct SEO, content audits, and competitive analysis to build digital growth strategies.
- Develop long-form blogs, web copy, landing pages, and campaign content optimised for search, conversions, and brand voice.
- Manage freelancers, designers, and external agencies to deliver marketing assets end to-end.
- Provide weekly analytics-driven recommendations to improve content ROI and campaign performance.

Notable clients include:

- A Bengaluru-based DevOps & Services B2B startup: Revamped their brand strategy and implemented a comprehensive content strategy. Set up processes and tools enabling clear communication with existing and potential US B2B clients.
- Assisted a UK-based IT services provider, specializing in bidding for IT contracts with the UK government, to establish B2B services and enhance brand presence during expansion efforts. Collaborated with recruitment and management teams to establish strong employer branding and content creation pipelines for furthering marketing efforts in the B2B UK market.

Senior Web Search Analyst (contract)
Trupp Global Technologies | September 2020 - August 2021| Bengaluru, Karnataka, India

Key Achievements

- Increased organic visibility for clients by improving metadata, keyword alignment, and content audit systems.
- Enhanced accuracy and compliance of client digital profiles, improving automated ranking systems.

Core Responsibilities

- Perform daily keyword research, backlink audits, on-page optimisation, and reporting.
- Monitor ranking changes and develop SEO improvement recommendations for content teams to enhance their performance.
- Analyse analytics dashboards for trends, visibility, and content opportunities.
- Maintained SEO standards and content quality for Crunchbase profiles, improving their visibility on Google.
- Created search-optimized, structured content and improved audience discoverability through data-focused SEO practices.
- Ensured consistency and compliance with brand guidelines across listings.

Assistant Content Manager
Chaitanya India Fin Credit | February 2019 - March | Bengaluru, Karnataka, India

Key Achievements

- Built and led the Content & Communications department from the ground up.
- Established social presence and digital campaigns workflow from scratch.
- Developed internal stakeholder communication channels using recorded videos.
- Created direct communication channels between the leadership teams and ground staff spread across the country through live virtual town halls and newsletters.
- Redesigned the corporate website and set up content pipelines, CMS systems, and digital marketing processes.
- Delivered the Annual Report as a two-person team and led brand-aligned social media strategy.

Core Responsibilities

- Act as the Point of Contact for all content and digital media-related requirements for HQ.

- Build the digital marketing pipeline from scratch as the first hire for the digital marketing team.
- Draft leadership communication, brand updates, newsletters, and investor-related material.
- Oversee website content governance and manage updates with product and design teams.
- Support PR activities, internal communication campaigns, and branding initiatives.
- Support the HR training department for inductions, alignment and upskilling of employees across the organisation.
- Support company secretary teams for formal communications with regulators such as RBI and SEBI.

Content Writer
Prime Focus Technologies | August 2017 - January 2019 | Bengaluru, Karnataka, India

Key Achievements

- Lead writer for the "Kannada Non-Fictional Shows" content localisation, SEO optimisation and digital marketing content for "Colors Network – Kannada"
- Awarded the Excelsior Extra Punch Award for "High-Quality Content Delivery at the Time of Critical Need"

Core Responsibilities

- Improved video SEO performance through structured keyword optimisation, attractive titles, and a key understanding of the target audience.
- Write SEO-optimised blogs, scripts, and digital content.
- Conduct keyword research and collaborate with design/production teams for aligned content output.

Assistant Director
Feature Film | September 2016 - May 2017 | Bengaluru, Karnataka, India

- Director for the Background Action of the feature film.
- Led the Casting Department for secondary actors and background actors.
- Key member is script checking, storyboarding, editing promotional material, on set and pre-production photoshoot.
- Assistant to the On-Set Script Supervisor, liaison the Camera Team, Set Design Team, Make Up and Costuming team.