

## Megha Goel

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I'm a digital marketer with a focus on content creation and social media marketing. Currently based in New York, I've had incredible opportunities to work with clients around the globe. My professional experience includes multiple roles handling copywriting, social media marketing, branding, and analytics in the field of travel, CPG, technology, media, and art, spread over nine years.

### **PROFESSIONAL EXPERIENCE**

#### **Blush (Vee International Inc.) | Social Media Strategist | Sep 2021 - Present**

- Develop and execute social media strategies to support all organic and paid social media channels
- Responsible for 25K+ community growth and increased engagement to maintain a consistent 2% MoM on IG. Set and oversee monthly and annual KPIs for priority platforms.
- Strategize and execute digital launches of Blush's collections
- Lead copywriter for Blush's social media and email marketing campaigns, unifying the brand voice across platforms. Design surveys and social contests to grow email subscribers.
- Point for PR agencies, overseeing brand-awareness-focused campaigns and launch of a new DTC website. Ghostwrote think-pieces for the brand's founder with select work featured in Cosmo and Xbiz.
- Research and develop brand guides for each of Blush's collections
- Build and scale Blush's influencer marketing strategy for IG and TikTok.
- Create innovative campaigns that propel engagement and dialogue with the community.
- Act as lead for partner social channel strategies (retailers that work with Blush)
- Conceptualize and direct the brand's Instagram photoshoot and implement a social creative process
- Tools used: Klaviyo, Later, Google Analytics, SEM Rush, Similar Web, Helium10, Canva, Photoshop

#### **Freelance Content Strategist | Jan 2019 - Present**

- Services – Copywriting, Blogging, SEO, Campaign Strategizing, Social Media Marketing, Branding.
- Brands – Patch.com, Parrot, Kulfi Beauty, The Home Boutique, The Manor, Fiber Fueled.

#### **Agape | Content Specialist | Jan 2020 - July 2020**

- Developed a robust brand voice & tone guide, with messaging touchpoints, for social media. Also, performed competitive, consumer, and cultural analyses to keep strategies rooted.
- Analyzed performance of organic pages and crafted reporting strategy, developing monthly reports.
- Developed campaign strategies to increase engagement across social channels, especially Instagram.
- Designed and created direct email marketing campaigns.
- Wrote long-form documents and press releases for new collection launches.
- Tools Used: BuzzSumo, Hootsuite, Semrush

#### **Xiaomi Technology | Content Specialist | Aug 2018 - Aug 2019**

##### **Content Specialist for PatchWall - Mi TV's OTT Platform**

- Worked with content partners across the world (HOOQ, Zee5, HBO, EROS NOW, Sony, Alt Balaji) to drive marketing campaigns and promotions on Social Media with the aim to amplify content visibility on PatchWall. Created an integrated cross-platform marketing calendar.
- Written blogs on new content/feature releases. Provided copy for email marketing campaigns. Worked with teams across Xiaomi India and China (UX design team, product team) to create user-focused content.
- Used Power Bi reports informing the approach, content decisions, and measure results.
- Worked on CMS to support the curation of PatchWall library; used Google Analytics to enhance performance and increase content consumption.
- Achieved a 15 percent increase in site traffic for two consecutive quarters. (Mi TV was recognized as the No.1 SMART TV Brand for 5 consecutive quarters.)
- Tools Used: WordPress, Survey Monkey, Google Analytics, Power Bi

### **Licious.in | Content Lead: Social Media | Mar 2018 - May 2018**

- Designed and executed social media campaigns to grow engagement and brand awareness across platforms; Instagram, Facebook, and Twitter; Maintained a social editorial calendar. (Product launch campaign nominated by Social Samosa in 2018 increased product sales by 15% on the launch day.)
- Identified brand influencers and bloggers to create an ongoing influencer program.
- Used Google Analytics to monitor social media performance and determine campaign effectiveness.
- Coordinated product photography and provided the copy for product description on web/mobile.
- Facilitated landing page optimization by leveraging a multitude of data points, including website analytics, digital media performance metrics, e-newsletter results, etc.
- Tools Used: WordPress, Google Analytics.

### **Paperboy Online Pvt Ltd | Content Strategist | July 2016 - Jan 2018**

- Developed company voice and editorial guide and established messaging & tone. Worked towards the launch of the brand.
- Devised communication strategies, drafted press releases and execution calendars, and wrote feature articles for media houses.
- Developed a rich content/editorial calendar - blog posts, whitepapers, webinars, infographics, social posts, etc.
- Shaped narratives and created content tailored to target audiences (B2B & B2C)
- Wrote SEO-rich copy for website landing pages associated with email marketing campaigns. Conducted AB testing
- Tools Used: Survey Monkey, Adobe Experience Manager, Mailchimp, Google Analytics.

### **HolidayIQ.com | Senior Content Writer | Sept 2014 - July 2016**

- Interviewed travelers to create inspirational/exclusive travel stories. Launched the HolidayIQ blog (writing and curating 2-3 posts per day), leveraging best practices for SEO.
- Provided copy for the website per the promotional and content calendars.
- Owned B2C email creation and execution. Worked with stakeholders to establish a forward-looking calendar to meet the broader brand objectives.
- Pitched content ideas based on what is happening across social and in the HolidayIQ travel community.
- Promoted as a senior writer within the first year.
- Tools Used: WordPress, Mailchimp, GetResponses, Google Analytics.

### **Zoffio.com | Content Writer | Dec 2013 - July 2014**

- Assisted in creating content for the E-commerce website, which included writing blogs, product descriptions, slugs for social media (Facebook), and updating content calendars.

### **Prime Focus Technology | Quality Control | Aug 2012 - July 2013**

- Write and QC subtitles for various clients.
- Clients – Warner Bros., Star, HBO, Sony, VIACOM, etc.

## **VOLUNTEER EXPERIENCE**

### **AMA NEW YORK | Blog and Social Media Copywriter | Jan 2021 - Present**

- Create copy for landing page, email marketing, social media, and post-event blogs for various programs, Executive Committee, and Networking Event Committee. Includes writing SEO-rich content to get increased webinar registrations.

### **EYEJ: Empowering Youth, Exploring Justice | Marketing Committee - Blogger | June 2020 - Jan 2022**

- Generate story ideas by constantly interacting with youth associated with EYEJ. Package interviews into blog content that cuts across relevant trends and human interest.
- Responsible for LinkedIn & Instagram paid ads to promote campaigns during fundraising events.

## **EDUCATION**

- **NYU SPS** | Certification in Social Media & Data Analytics - 2020
- **Bangalore University** | Bachelor of Literature: History, English, and Sociology - 2013