

Megha Goel

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<https://meghagoel.com/>

A content marketer with fingers on the pulse of trends, a writer adept at blogging, and a social word ninja who has a knack for storytelling. My professional experience includes multiple roles handling content writing, copywriting, branding, and social media marketing in the field of travel, CPG, art, fashion, media, and technology, spread over eight years.

PROFESSIONAL EXPERIENCE

Freelance Content Strategist | Jan 2019 - Present

- Helping brands/clients connect with their audiences authentically. Own editorial process for branded content on the client's social media, email channels, blogs, etc
- Services – Copywriting, Blogging, SEO, Campaign Strategizing, Social Media Marketing, Branding.
- **Brands** – Patch.com, Parrot, Kulfi Beauty, Honest ART, DesignMakers.Studio, Dr. Will Bulsiewicz, The Home Boutique, The Manor, Laxmi Exports, Small Tea Shop, OilsByMaroc.

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 culture analysis to keep strategies rooted.
- Created social media schedules/calendars and post content on a regular basis.
- Analysed performance of organic pages and craft reporting strategy, developing monthly reports.
- Developed campaign strategies to increase engagement across social channels, especially Instagram. Participated in social listening using third-party tools.
- Designed and created direct email marketing campaigns. Cultivated relationships with subscribers through highly personalized email campaigns and engaging content.
- 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 to inform 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, bloggers to create an ongoing influencer program.
- Worked on Google Analytics to monitor social media performance and determine campaign effectiveness.
- Coordinated product photography and provided 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.
- Supported the PR team with feature copies.
- 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, 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 of 2-3 posts per day), leveraging best practices for SEO.
- Provided copy for the website per the promotional and content calendars.
- Owned B2C emailing creation and execution. Worked with relevant stakeholders to establish a forward-looking emailing 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 - Present

- Generate story ideas by constantly interacting with youth associated with EYEJ. Package interviews into blog content that cuts across relevant trends and human interest.
- Manage external contributors; identify and collaborate with other bloggers, experts to contribute content to the webpage.
- Responsible for LinkedIn & Instagram paid ads to promote campaigns during fundraising events.

The ADVERTISING Club of New York | Joined May 2021

Delegation of Human Rights | Content Writer | Dec 2010 - June 2011

- Interviewed people in a wide range of circumstances and repurposed that into blog copy for the DHR magazine. Helped in identifying sources for future stories and assisting in creating print copies.

Times of India | Content - Intern | June 2011 - Dec 2011

EDUCATION

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