

# PRIYADARSHINI BALAMURUGAN

## Content Marketing Manager

Proven Content Marketing Manager with 8+ years of experience seeking to leverage expertise in SEO, social media marketing, content marketing, email marketing, brand positioning & storytelling, public relations (PR) & media handling, copywriting, campaign ideation & execution for CRM to drive brand awareness, engagement, and lead generation. Skilled in developing and executing data-driven content strategies aligned with business objectives, crafting compelling content across multiple channels, and collaborating effectively with marketing and sales teams to deliver measurable results. Passionate about Content Marketing and eager to contribute to the success of a leading company in the Advertising & Marketing industry.

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### PROFESSIONAL SUMMARY

- Market research, data analytics, budgeting, and decision-making.
- SEO, SEM, social media, content marketing, email marketing, and paid advertising.
- Brand positioning, storytelling, copywriting, PR, and media handling.
- Team management, cross-functional collaboration, and project management.
- Marketing automation, basic design skills, website management, and AI trends.
- Campaign ideation, growth hacking, and customer psychology.
- Partnerships, influencer marketing, and community engagement.

### SKILLS

**Technical Skills:** SEO, Content Marketing, Social Media Marketing, CRM, Google Analytics, Content Strategy, Copywriting, WordPress, Keyword Research, Digital Marketing

**Soft Skills:** Market research & data analysis, SEO & SEM optimisation, Social media & content marketing, Email marketing & CRM management, PPC & paid advertising, Brand positioning & storytelling, Copywriting & PR management, Team leadership & collaboration, Budgeting & campaign ROI forecasting, Marketing automation & AI tools, Website management & basic design skills, Growth hacking & customer engagement, Influencer & partnership marketing, Project management & decision-making skills

**Core Competencies:** Content Strategy and Execution, SEO and Digital Marketing, Collaboration and Communication, Project Management and Execution

### WORK EXPERIENCE

#### Content Marketing Manager (Dec 2024 - Present)

##### CARS24 Financial Services PVT LTD (Gurgaon)

Responsible for developing and executing the overall content strategy at CARS24 Financial Services. Led content creation, SEO optimization, social media marketing, and performance analysis to drive brand awareness, customer engagement, and lead generation.

- Developed and executed a content marketing strategy aligned with business goals, focusing on driving brand awareness and lead generation within the financial services sector.
- Created and managed a content calendar for diverse platforms, including blogs, social media, and email, ensuring consistent publishing and audience engagement.
- Collaborated with creative teams, including writers, designers, and videographers, to produce high-quality, SEO-friendly content across multiple formats.
- Implemented SEO best practices to improve organic traffic, enhance search rankings, and increase website visibility.
- Utilized analytics tools to monitor content performance, track key metrics, and refine strategies to optimize reach and engagement.
- Collaborated with marketing, sales, and product teams to ensure content alignment with overall business objectives and marketing campaigns.
- Maintained content compliance with legal, regulatory, and brand guidelines, upholding brand image and consistency.

##### Achievements:

- Led the development and execution of the 'MoneyFest' event, a month-long campaign promoting loan products, which resulted in a [Quantifiable Result] increase in loan applications.
- Strategized and executed over 60 CRM campaigns, including WhatsApp, SMS, push notifications, and email communications, effectively reaching a large audience and driving event engagement.
- Collaborated with the design team to create and refine over 15 banner copies for the company website and app, optimizing visibility and driving traffic to loan product pages.
- Developed a comprehensive Product & Offer sheet for MoneyFest, effectively communicating loan product features, benefits, and promotional offers to potential customers.
- Managed end-to-end internal branding initiatives for MoneyFest, including designing and distributing standees, calendars, diaries, and stickers across all hubs (Pan India), ensuring brand consistency and event visibility.

#### Senior SEO Content Strategist (Oct 2022 - Dec 2024)

##### Commitbiz-Digilabs (Bangalore)

Responsible for developing and implementing strategic SEO content initiatives to enhance brand visibility, drive traffic, and support lead generation efforts for a leading digital marketing company.

- Developed and executed innovative advertising copy for various campaigns across digital platforms, ensuring brand consistency and alignment with client objectives.
- Collaborated with cross-functional teams, including design and marketing, to maintain brand voice and ensure campaign effectiveness.
- Interpreted creative briefs to produce persuasive ad copy that resonated with target audiences and drove conversions.
- Conducted in-depth audience research, identified content gaps, and developed tailored content strategies to maximize engagement and reach.
- Created and implemented comprehensive content calendars and inventories, ensuring efficient content production, distribution, and optimization.
- Crafted high-quality content, including blog posts, articles, whitepapers, case studies, and engaging social media content.
- Edited and proofread all content to ensure accuracy, clarity, and adherence to brand guidelines, upholding a consistent brand voice.
- Optimized content for both search engines (SEO) and user experience (UX), leveraging best practices to increase organic traffic and improve website visibility.

## **Content Editor & Strategist** (Mar 2021 - Sep 2022)

### **Embibe-India (Bangalore)**

Responsible for content development, editorial oversight, and strategic content planning to support the online educational platform's marketing and engagement goals.

- Developed and executed content strategies tailored to achieve business objectives, focusing on engaging target audiences and driving online presence.
- Managed content and editorial calendars, ensuring timely creation, optimization, and distribution of high-quality content across multiple channels.
- Collaborated with teams to produce diverse content formats, including blog posts, white papers, case studies, and engaging social media updates.
- Edited and proofread all content to ensure accuracy, clarity, and adherence to brand guidelines, maintaining a consistent and professional brand voice.
- Contributed to the development of multimedia content, including scripting and storyboarding, enhancing the visual appeal and engagement of digital materials.
- Conducted user acceptance testing (UAT) to ensure content usability and optimize the online user experience for various platforms and devices.

## **Content Writer** (Aug 2020 - Mar 2021)

### **YaClass (Chennai)**

Responsible for creating compelling and SEO-optimized content to support website marketing, engage target audiences, and enhance overall brand visibility.

- Crafted engaging website copy, informative articles, and persuasive marketing materials tailored to specific target audiences.
- Optimized all written content for search engines (SEO) using industry best practices, improving organic traffic and website visibility.
- Developed and implemented content strategies designed to increase brand awareness, online engagement, and lead generation.
- Managed multiple concurrent content projects, prioritizing tasks, meeting deadlines, and consistently delivering high-quality work.

## **Guest Lecturer and Site Supervisor in Keeladi Archaeological Excavation** (Mar 2020 - Aug 2020)

### **Tamil Nadu State Department of Archaeology**

Served as a Guest Lecturer and Site Supervisor at the Keeladi Archaeological Excavation, contributing to both educational programs and active field research.

- Delivered engaging Social Science lectures, adapting content for college students and fostering understanding of archaeology and history.
- Developed educational materials on archaeology and history for public engagement initiatives, promoting cultural heritage awareness.
- Conducted field research, including meticulous documentation and interpretation of archaeological findings at the Keeladi excavation site.
- Supervised and mentored students and volunteers in archaeological excavation techniques, fostering practical skills development.
- Authored and published research findings in archaeological journals, contributing to the advancement of knowledge within the field.

## **Teacher & Content Writer** (Aug 2019 - Mar 2020)

### **Velammal International School (Chennai)**

Responsible for developing and delivering engaging Social Science curriculum, creating supplementary educational content, and fostering a positive learning environment for students.

- Designed and delivered engaging Social Science lesson plans, incorporating diverse teaching methods to promote student learning, critical thinking, and knowledge retention.
- Created and curated supplementary educational content, including presentations, handouts, and interactive multimedia resources, to enhance student engagement and comprehension.
- Conducted interviews with subject matter experts and repurposed existing materials to develop fresh, relevant, and informative educational content for Social Science curriculum.

## **Field Archaeologist** (Jan 2017 - Aug 2019)

### **Tamil Nadu State Department of Archaeology (Chennai)**

Instrumental in the execution of archaeological fieldwork, artifact analysis, and research dissemination, contributing to the preservation and understanding of cultural heritage.

- Conducted archaeological field research, including surveying, excavating, documenting, and analyzing a variety of sites and artifacts.
- Examined and meticulously classified artifacts, contributing to a deeper understanding of past cultures, technologies, and societal practices.
- Prepared detailed reports and presentations based on archaeological findings, effectively communicating research data and interpretations to stakeholders and peers.

- Published research articles in peer-reviewed archaeological journals, advancing knowledge and contributing to the broader field of archaeological study.

## **CERTIFICATIONS**

- **Advanced Digital Marketing** (2023)  
Henry Harwin
- **Product Management** (2023)  
Great Learning
- **Digital Marketing Masters** ()  
IIM Skills

## **EDUCATION**

**Bachelor of Arts: History** (2010 - 2013)  
Holy Cross College, Tiruchirapalli

**Master of Arts: Archaeology** (2014 - 2016)  
University of Madras, Chennai

**PG Diploma in Epigraphy & Archaeology** (2016 - 2017)  
Tamil Nadu Archaeology Dept, Chennai

## **ACHIEVEMENTS**

- Published research findings in the field of Archaeology.
- **Key Achievements – MoneyFest Event**  
SOP & T&C Finalization: Led the development of the Standard Operating Procedure (SOP) and finalized Terms & Conditions (T&C) after multiple discussions and revisions.

CRM Campaigns: Strategized and executed 60+ CRM campaigns, including WhatsApp, SMS, push notifications, and email communications. Successfully delivered 397 voucher winner announcements and iPhone winner copies.

App & Website Banners: Collaborated with the Marketing and Design Teams to create and refine 15+ banner copies for web and app placements.

Product USPs & Offers: Developed a comprehensive Product & Offer sheet after extensive discussions with business stakeholders.

Internal Branding Initiatives: Managed end-to-end branding execution, including standee designs, calendars, diaries, and stickers across all hubs (Pan India). Coordinated vendor payments and ensured seamless distribution.

Social Media Execution: Published daily social media posts and stories from Day 1 of MoneyFest, driving consistent audience engagement.

Winner Announcement Process: Designed and maintained a tracking sheet for business teams, ensuring timely and structured CRM winner announcement campaigns.

## **PROJECTS**

### **MoneyFest**

- MoneyFest, a month-long promotional campaign designed to drive loan applications and increase customer engagement.
- Developed and implemented SOPs and finalized T&Cs, ensuring smooth operation and legal compliance.
- Conceptualized and executed over 60 CRM campaigns across various channels such as WhatsApp, SMS, push notifications, and email, effectively reaching target audiences.
- Collaborated with the marketing and design teams to create 15+ compelling banner copies for website and app placements, optimizing visibility and driving traffic to loan product pages.
- Developed comprehensive product and offer collateral, effectively communicating loan product value propositions, benefits, and promotional offers during the campaign.

## **LANGUAGES**

English, Hindi, Tamil