

DEVANSHU SRIVASTAVA

SEO Content Writer

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Portfolio: <https://shorturl.at/xiZXS>

Dynamic and results-driven SEO Content Writer with 1.5 years of experience creating high-impact, keyword-optimised content for B2C and D2C audiences across education (edtech & study abroad), psychology, and e-commerce. Skilled in crafting blogs, landing pages, email campaigns, and guides that drive user engagement and organic growth. Proficient in Google Analytics, SEMrush, Surfer SEO, and Ahrefs. Adept at managing content calendars, aligning strategies with business goals, and staying ahead of evolving SEO and digital marketing trends.

SKILLS & COMPETENCIES

Content Creation

- SEO-Optimised Web Content Writing
- Creative Writing and Brand Storytelling
- Blog Posts, Articles, and Landing Page Copy
- Script Writing for Video & Multimedia
- Email Marketing Campaigns & Newsletter Content
- Copywriting
- Editing and Proofreading
- Infographics

SEO & Digital Marketing

- On-Page SEO Optimisation
- Keyword Research, Mapping & Competitive Analysis
- Content Strategy Development & Execution
- Organic Traffic Analysis & Performance Reporting
- SERP Position Tracking & CTR Optimisation

Tools

- WordPress
- SEMrush
- Ahrefs
- Answer the Public
- Ubersuggest
- Google Search Console
- Google Analytics
- Google Keyword Planner
- Rank Math

- Yoast SEO
- Grammarly
- Quill Bot
- Bravo
- Microsoft Clarity
- Canva

Soft Skills

- Team Leadership & Collaboration
- Project & Time Management
- Strong Written & Verbal Communication
- Adaptability in Fast-Paced Environments
- Problem-Solving & Critical Thinking
- Attention to Detail & Quality Focus
- Creative Thinking & Storytelling Ability

PROFILE SUMMARY

- Proficient in applying SEO and content marketing best practices to align content with brand voice and business goals for B2C and D2C audiences.
- Experienced in collaborating with cross-functional teams including graphic designers, video editors, and social media managers to ensure timely delivery of high-quality content.
- Skilled in managing editorial calendars, coordinating workflows, and maintaining consistent publishing schedules.
- Adept at crafting multi-format content such as blogs, landing pages, guides, and email campaigns, that drives user engagement and conversions.
- Expertise in on-page SEO implementation and content optimisation using tools such as SEMrush, Ahrefs, Google Analytics, and Rank Math.
- Hands-on experience in GEO-based and AI-powered search engines to enhance content visibility and targeting

PROFESSIONAL EXPERIENCE

AdmitX- The Study Abroad Consultancy, New Delhi

SEO Content Strategist

January 2024 – Present

- Led end-to-end content strategy; created and optimised **200+** SEO-rich blogs and **8+** landing pages, resulting in a **40%** boost in organic traffic over **12** months.
- Drove exceptional SEO growth from Jan 2024 to Jan 2025: **+126%** total clicks, **+112%** impressions, **+8.9** avg. position jump on Google SERP (as per Google Search Console).

- Designed quarterly content calendars and implemented keyword strategies using SEMrush, Ahrefs, and Rank Math, improving average session duration by **21%**.
- Collaborated with cross-functional teams (design, editing, and marketing) to deliver **30+** email campaigns, high-CTR landing pages, and visual-rich website content.
- Produced **100+** pieces of conversion-focused content including emailers, social media copies, guides, and marketing collaterals, driving a **17%** uplift in lead conversions.
- Mentored and onboarded **3** content interns, led orientation sessions, and represented the company at **3+** college internship fairs, enhancing the talent pipeline.
- Applied advanced SEO and digital marketing practices to improve lead quality and support brand consistency, contributing to a **12%** increase in MQLs.
- Worked on GEO and AI-based content structuring, improving content discoverability and enabling personalised search experiences across targeted regions.

Aakash Educational Services Ltd. (Aakash BYJU'S), New Delhi

Content Editor & Proofreader

May 2022 – May 2023

- Performed comprehensive editing and proofreading of over **250+** educational materials, including test papers, textbooks, and e-books for students from Class VI to XII (CBSE & ICSE/ISC), ensuring accuracy and adherence to curriculum.
- Collaborated with subject matter experts to develop and refine high-quality content across Science, Mathematics, and Social Sciences, enhancing learning outcomes for thousands of students nationwide.
- Maintained strict quality control for educational materials distributed to **100+** coaching centres across India, impacting the learning of over **10,000+** students.
- Ensured **100%** content alignment with the latest Indian curriculum standards, improving clarity, instructional value, and academic performance.

Iskoolz (Vigilante India Digital Education Pvt. Ltd.), Gurugram

Creative Writer

October 2020 – May 2022

- Scripted **50+** animated educational videos for K–10 students, integrating age-appropriate storytelling to improve concept clarity and engagement.
- Directed voice-over artists, providing narration and tonality guidelines to ensure educational alignment and consistency.
- Led quality assurance for all post-production assets, achieving accuracy in audio-visual sync across final deliverables.

- Created simplified yet engaging narratives that helped explain **30+** complex topics in Science and Social Studies for secondary level students.

EDUCATION

Dr. APJ Abdul Kalam Technical University, Lucknow 2015-2019

Bachelor of Pharmacy (B.Pharma)

Percentage Score: 63.1%

Police Modern School Class of 2015

Std. XII (PCB)

Percentage Score: 66.6%

Police Modern School Class of 2013

Std. X

Percentage Score: 77%

CERTIFICATIONS & ACHIEVEMENTS

The Complete Digital Marketing Guide

Udemy | Duration: 86 hours | Completed

Topics Covered: SEO, Google Analytics, WordPress, Social Media Strategy, AI Prompt Engineering

Basics of Digital Marketing

HubSpot Academy | Duration: 5 hours | Completed

Topics Covered: Fundamentals of Digital Marketing, Campaign Planning, Strategy Development

Basics of Content Marketing

HubSpot Academy | Duration: 9 hours | Completed

Topics Covered: Content Marketing Fundamentals, SEO, Analytics

Leadership & People Management

SEMrush Academy | Duration: 1 hour | Completed

Topics Covered: Team Building, DARCI Framework, Performance Reviews
