

Content Strategist | AI-Enabled Content & Growth Specialist

# Prachi Chauhan



- Content strategist with **9+** years of experience building high-performing content systems across SEO, social, and product marketing.
- Expertise in content strategy, editorial management, and multimedia production, resulting in a **40% increase** in content efficiency and a **30% improvement** in brand alignment with business objectives.
- Demonstrated success in leading cross-functional teams of 10+ members, driving a 35% increase in **audience engagement** and a 20% growth in **lead generation**.
- I focus on what works - using data, SEO tools, and AI-assisted workflows to improve performance, leading to a **15% lift in conversions** and **30% better** content efficiency.

## Work Experience

### Senior Content Producer - Mar 2024 - Present

Mapsted

- Led AI-assisted content production across blogs, LinkedIn, and campaigns, improving content efficiency by 30%
- Introduced AI-based image creation (Google Flow) for blogs and social, reducing dependency on external design sources
- Built scalable content workflows integrating SEO + AI tools, driving 35% growth in organic traffic
- Created high-impact content assets contributing to 15% increase in leads
- Developed use-case narratives and pitch decks, improving client communication and conversions
- Used analytics tools to continuously optimize content performance and engagement

### Content Growth Associate - Jan 2019 – Aug 2023

HealthKart

- Produced and optimized content to drive sales on a supplement e-commerce platform, focusing on product descriptions, SEO, meta descriptions, and email campaigns.
- Developed SEO-optimized content, boosting search engine visibility and organic traffic.
- Crafted targeted email campaigns that led to a 20% increase in open rates and a 10% uplift in conversion rates; optimized subject lines and content based on A/B testing results to enhance engagement.
- Produced compelling YouTube video scripts for diverse product lines.

### Content Strategist - Oct 2017 – Dec 2018

Digital Web Solutions Pvt. Ltd.

- Executed SEO-driven content strategies, increasing website traffic by 40% and improving search engine rankings by 30%.
- Written compelling blogs, articles, and descriptions, effectively delivering key messages to the target audience.
- Strategized content distribution across multiple platforms, amplifying online visibility and driving a 20% increase in audience engagement.

### Content Developer - Feb 2017 – Oct 2017

SuperCabz

- Crafted engaging blogs, articles, and descriptions that resonated with target audiences, resulting in a 15% increase in customer engagement.
- Established content creation from start to finish, collaborating effectively with freelancers, graphic designers, and the SEO team.
- Played a key Led the development of online blog content, setting a clear and engaging tone and style.
- Boosted the company's search engine rankings through high-quality content and effective SEO.

## EDUCATION

**2011 – 2015 | Bachelor's Degree, ECE**  
Maharishi Markandeshwar University

**2009 – 2011 | Secondary School, Non medical**  
Kendriya Vidyalaya

## TOOLS

ChatGPT · Google Flow · SEMrush · Google Keyword Planner · WordPress  
Canva · Figma · Google Analytics · Claude

## SKILLS

Leadership



Emotional Intelligence



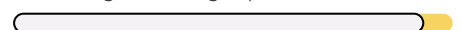
AI Content & Image Generation



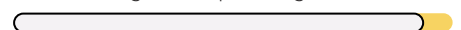
Project Management



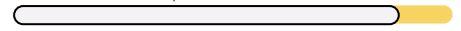
Search Engine Ranking Improvement



Brainstorming & Conceptualizing Ideas

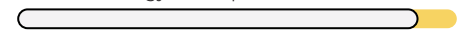


AI-Assisted SEO Optimization



## EXPERTISE

Content Strategy Development



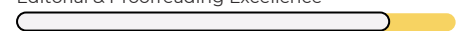
SEO & Content Optimization



Creative Writing & Copywriting



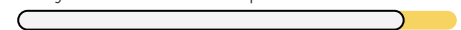
Editorial & Proofreading Excellence



Client & Stakeholder Communication



Analytics & Performance Optimization



## CERTIFICATIONS

**Aug 2024** | Google AI Essentials

**May 2023** | SEO: Ecommerce Strategies

**May 2021** | Content & Copy Writing For SEO and Sales

## HOBBIES



Traveling



Journaling



Dancing



Doodling