



Kushal Jain

Content Marketer

I bring a wealth of skills and expertise to content strategy and development endeavors. With a keen eye for engaging narratives and titles, I excel in crafting compelling content that captivates audiences. My ability to offer strategic insights and adapt quickly to evolving industry trends ensures that I can contribute effectively to any project. My commitment to continuous learning demonstrated through my pursuit of certifications in football analytics and content marketing, underscores my dedication to excellence. I possess a calm approach, strong team ethic, and ambitious mindset that will make a significant impact in the realm of content strategy and development of your organization.

Contact

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Portfolio

<https://wakelet.com/@kushaljain99>

Education

2021
Bachelor's in Commerce

The Bhawanipur Education Society
College

2018
High-School

LakshmiPat Singhanian Academy

Expertise

- SEO
- Technical Writing
- Content Writing
- Editing
- Proofreading
- Data Analytics
- Content Development
- Content Planning
- Content Marketing

Certificates

Content Marketing

SEO

Foundation of Football Scouting

Experience

○ August 2023 to Present

ESSENTIALLY SPORTS

Assistant Content Manager

- Conceptualized over 1,500 titles and angles, shaping compelling narratives for diverse audiences.
- Drove over 6 million page views through content ideation and impactful title strategies.
- Strategically collaborated with editorial and organizational leaders, steering divisional trajectory.
- Orchestrated live match coverage and oversaw writers, ensuring seamless newsroom operations.

○ May 2023 to August 2023

ESSENTIALLY SPORTS

Journalist

- Published over 250 articles, maintaining precision and relevance in content delivery while covering the NFL.
- Supported editorial team, crafting high-value articles with nuanced perspectives.
- Established a reputation for adaptability, rapid learning, and meticulous approach.
- Achieved over 800,000 page views and nearly 100 minutes of total engagement time.

○ May 2021 to May 2023

366 TECHNOLOGIES

Senior Technical Writer

- Authored over 200 articles across various subjects during my tenure as a Senior Technical Writer.
- Offered strategic insights to leadership for enhancing organizational approaches and strategies.
- Collaborated with the editorial team, providing valuable input to refine content operations.
- Integrated WordPress practices to implement SEO best practices and improve article visibility and search engine ranking.

○ June 2020 to May 2021

TOTAL FOOTBALL ANALYSIS

Analyst & Creative Content Writer

- Crafted and created almost 30 articles of intricate details that provided value to the reader.
- Acquired valuable insights in player and match analysis, enhancing approach through guidance for improvement.
- Utilized Data Analytics to evaluate and assess player performances in specific pieces.
- Achieved over 20,000 page views during my tenure. Contributed 5-Long Form Articles to The Football Pink covering various topics.

○ October 2018 to February 2019

ARSEDEVILS

Content Writer

- Produced high-quality review and preview pieces, meeting editors' standards promptly.
- Freelanced while learning industry intricacies.
- Conducted personal projects to enhance understanding of relevant metrics.
- Consistently met tight deadlines, impressing superiors with efficient work and attention to detail.