

# KUSHAL JAIN

## CONTENT MARKETER

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### SUMMARY

Content Marketer with a passion for crafting compelling narratives and driving audience engagement. Proven expertise in SEO, content strategy, and data-driven storytelling. Skilled in managing cross-functional teams, optimizing workflows, and delivering high-impact results. Adept at leveraging analytics and creative insights to enhance content visibility and user satisfaction. Committed to continuous learning and innovation in the ever-evolving digital landscape.

### TECHNICAL SKILLS

SEO Writing & Optimization  
Technical Writing  
Research & Fact-Checking  
Editing & Proofreading

Content Ideation & Storytelling  
Leadership  
Project Management  
Trend Analysis

Content Strategy Development  
Time Management  
Social Media Content Integration  
Adaptability & Rapid Learning

### PROFESSIONAL EXPERIENCE

#### Assistant Content Manager at EssentiallySports

August 2023 – Present

- Conceptualized 1,500+ titles and angles, driving 6 million+ page views through compelling narratives and SEO-optimized content.
- Led ES's NFL expansion into MSN, curating top-performing pieces and overseeing the entire MSN workflow for NFL coverage.
- Collaborated with editorial and organizational leaders to shape divisional strategy, ensuring alignment with business goals.
- Managed live match coverage and supervised writers, maintaining seamless newsroom operations during high-pressure events.

#### Journalist at EssentiallySports

May 2023 – August 2023

- Published 250+ NFL articles, contributing to 800,000+ page views and nearly 100 minutes of total engagement time.
- Supported the editorial team by crafting high-value articles with nuanced perspectives, enhancing audience retention.
- Built a reputation for adaptability and rapid learning, delivering precise and relevant content under tight deadlines.
- Played a key role in shaping NFL content strategy, contributing to the platform's growth and audience engagement.

#### Senior Technical Writer at 366 Technologies

May 2021 – May 2023

- Authored 200+ technical articles, showcasing expertise in SEO, technical writing, and content optimization.
- Provided strategic insights to leadership, refining organizational approaches to content creation and distribution.
- Integrated WordPress practices to implement SEO best practices, improving article visibility and search engine rankings.
- Collaborated with the editorial team to streamline content operations, ensuring consistent quality and efficiency.

#### Analyst & Creative Content Writer at Total Football Analysis

June 2020 – May 2021

- Crafted 30+ in-depth articles on player and match analysis, delivering valuable insights to readers.
- Leveraged data analytics to evaluate player performances, creating data-driven narratives that stood out in the sports content space.
- Achieved 20,000+ page views, contributing to the platform's growth and audience engagement.
- Authored 5 long-form articles for The Football Pink, showcasing versatility and depth in football journalism.

#### Content Writer at ArseDevils

October 2018 – February 2019

- Produced 50+ high-quality articles, including match reviews, previews, and transfer news, meeting tight deadlines consistently.
- Delivered engaging, well-researched content that connected fans to match days and transfer updates.
- Conducted post-match analyses, providing insightful and timely football coverage for Arsenal and Manchester United fans.
- Gained hands-on experience in SEO writing, audience engagement, and editorial standards, laying the foundation for future growth.

### EDUCATION

#### Bachelor's in Commerce

Graduated 2021

The Bhawanipur Education Society College

- Major in Finance.
- Developed a strong foundation in accounts, management, and time boxing.

#### High School

Graduated 2018

LakshmiPat Singhania Academy

- Developed basics in finance while also participating in extracurricular activities.

### ADDITIONAL INFORMATION

- Languages:** English, Hindi
- Certifications:** SEO, Content Marketing, Digital Marketing.