

# Muskan Kapoor

## Content Marketing Strategist & Consultant

Editorial, SEO, Social Media, Website Management | Helping Brands Build Visibility and Authority



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Content marketing strategist and consultant with experience leading editorial operations, social media, and website content for digital magazines, SaaS, and consumer brands. Skilled in SEO (SEO | AEO | GEO | AIEO), content strategy, audience research, and performance-focused social campaigns that improve visibility and engagement. Proven track record managing editorial teams, coordinating stakeholders, and executing content-led paid campaigns to drive traffic, subscriptions, and leads. Currently upskilling in performance marketing to tighten the gap between content and conversions.

### Experience

#### Content Marketing Consultant & Strategist | Freelance | Remote

07/2025 - Present

- Led content strategy, editorial planning, website management, and social media content for Leaders Vision Magazine, ensuring consistent brand messaging across digital platforms.
- Managed editorial workflows for CIO Mogul Magazine, coordinating content calendars, publishing deadlines, stakeholder communication, and quality control.
- Created B2B social media content for ThinkMind Technologies, aligning posts with audience research, brand goals, and engagement objectives.
- Consulted on content strategy for Sagun Aata (Bhuvan Industries), supporting brand positioning, messaging, and market-focused content development.
- Planned and executed paid social campaigns for featured business leaders, combining content marketing, audience targeting, and performance-driven campaign support.
- Applied SEO, AEO, GEO, and AIEO principles in website and editorial content to improve discoverability, relevance, and search visibility.

#### Sr. SEO Content Writer | DXN Technologies Pvt. Ltd. | Pune, India

12/2024 - 07/2025

- Wrote, edited, and optimized SEO-focused website and blog content to improve organic traffic and audience engagement.
- Conducted topic research, keyword incorporation, and content planning to deliver accurate, search-friendly, and brand-aligned content.
- Supported content creation for public-facing marketing materials in a fast-paced environment while meeting deadlines and quality standards.
- Adapted brand messaging for target audiences through clear, conversion-focused writing and editing.

#### Sr. Content Writer | Insights Success Media and Technologies Pvt. Ltd. | Pune, India

03/2023 - 12/2024

- Developed and edited long-form editorial content, interviews, and thought leadership articles for business and technology publications.
- Managed writers and editorial processes for monthly editions, ensuring content quality, team coordination, and deadline adherence.
- Collaborated with C-level executives and industry leaders to create authority-building content aligned with brand and publication goals.
- Improved website and magazine content through editorial strategy, audience-focused storytelling, and SEO-driven content development.

### Academic Content Writer | Zucol Services Pvt. Ltd. | Pune, India

02/2022 - 03/2023

- Managed end-to-end content production for educational and lifestyle projects, maintaining quality, consistency, and timely delivery.
- Collaborated with clients to develop content aligned with project requirements.
- Edited, proofread, and reviewed content for accuracy, originality, and editorial consistency across multiple assignments.
- Mentored junior writers and supported team productivity through feedback, documentation review, and workflow coordination.

### Freelance Content Writer | HealthNews24Seven | Remote

08/2021 - 11/2021

- Created health and wellness content backed by research, expert inputs, and audience-focused writing.
- Managed content coordination with healthcare professionals to ensure credibility and topic accuracy.
- Wrote and optimized SEO-friendly blog content to improve website traffic and reader engagement.

## Education

### St. Aloysius Sr. Sec. School | Jabalpur, India

05/2017

- HSC Board
- 78.6%

### MIT ADT University | Pune, India

07/2021

- Bachelor of Technology
- CGPA: 7.5

## Skills

- Content Strategy
- Content Marketing
- SEO Writing
- SEO | AEO | GEO | AIEO
- Editorial Management
- Social Media Management
- Website Management
- Audience Research
- Market Research
- Stakeholder Communication
- Project Management
- Digital Marketing
- Performance Marketing
- Prompt Engineering

## Technical Skills

- **SEO & Analytics:** SEMrush, Ahrefs, Surfer SEO, Google Analytics, Google Search Console, Screaming Frog, Yoast SEO
- **CMS & Website:** WordPress, Google PageSpeed Insights
- **Social Media & Scheduling:** Buffer, LinkedIn (management & posts)
- **Content & Design:** Canva, Adobe Photoshop, Adobe Creative Suite, CapCut, DaVinci Resolve
- **AI Tools:** ChatGPT, Claude, Perplexity, DALL·E, Leonardo, Freepik AI, Otter AI
- **Collaboration & Workflow:** Notion, Asana, Microsoft Word, MS Excel
- **Writing & Editing:** Grammarly, Hemingway Editor
- **Productivity:** MS Word, MS Excel
- **Paid / Performance (learning):** Performance marketing platforms and fundamentals (campaign setup, targeting, creative testing)

# Licenses & Certifications

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- AI Productivity Hacks to Reimagine Your Workday and Career Issued on: Sep 2025  
Issued by: SHRM | Project Management Institute | LinkedIn | HR Certification Institute
- Build Your Generative AI Productivity Skills with Microsoft and LinkedIn Issued on: Sep 2025  
Issued by: Microsoft | LinkedIn
- How to Generate Marketing Leads with AI Issued on: Sep 2025  
Issued by: National Association of State Boards of Accountancy (NASBA)| LinkedIn
- AI Tools for Marketers: AI Marketing Foundations Issued on: Sep 2025  
Issued by: LinkedIn
- Prompt Engineering with ChatGPT Issued on: Sep 2025  
Issued by: LinkedIn
- Integrating Generative AI into the Creative Process Issued on: Sep 2025  
Issued by: LinkedIn
- Generative AI for Digital Marketers Issued on: Sep 2025  
Issued by: Project Management Institute (PMI)
- Editing Mastery: How to Edit Writing to Perfection Issued on: Sep 2025  
Issued by: LinkedIn
- Performance Marketing — TuteDude, In Progress