

# AKSHAD TAMBEKAR

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## SUMMARY

- Senior Content Writer at Merkle Sokrati.
- Content Developer and ORM trainee at Great Learning, Bangalore.
- Creative Content Writer for Gold Leaf Production House, Nagpur.

## EDUCATION

- Rajiv Gandhi college of engineering and research, Nagpur — *Electrical Engineering*. (2014 -2018)

## SKILLS

- Creative writing.
- Technical and non-technical writing.
- Keyword research.
- Moment Marketing.

## TOOLS

- SEM Rush.
- Keyword Planner.
- Canva.
- Facebook ads manager.
- Google search console.
- AHRefs.

## WORK EXPERIENCE

### **Merkle Sokrati**, Pune — *Senior Content Writer*.

April 2019 - PRESENT

- Leading a team of writers and designers for creating social media campaigns on Facebook - *doubled the active followers in 8 months*.
- Creating SEO-friendly, plagiarism-free content for 250+ websites and GMB pages.
- Average position in SERP improved from 25 to 13 and the traffic on GMB pages improved by an average of 83%.
- Handling weekly engagement activities and sending emailers for the same.
- Creating copies for Google and Facebook ads.

### **Great Learning**, Bangalore — *Content Developer and ORM trainee*.

July 2018 - March 2019

- Published technical & non-technical blogs about AI, Data Science, & Cloud Computing.
- Handled content marketing, content submission, off-page optimization, Quora, and ORM.
- Created social media and email marketing infographics.
- Proofread subtitles for course content.

### **Gold Leaf Production House**, Nagpur — *Creative Content writer*.

June 2017 - December 2017

- Created content for websites, ads, campaigns, brochures, and pamphlets.
- Assisted in designing the brochures and pitched ideas for campaigns.

