

# Ashish Roger Singla



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## Summary

I'm an analytical, methodical, quick-to-laugh brainiac engineer cum wordsmith with a passion for great products and amazing people.

Human-centred Content Designer, Content Strategist, Producer, and Idea Machine with a nose for a story and an eagle eye for detail, digital intuition, open mind and talent to produce content that attracts millions of views for various genres and platforms.

## Experience



### Senior Product Copywriter

SlideTeam

Sep 2021 - Apr 2022 (8 months)

I am helping SlideTeam with strategic, insights-driven, creative marketing tactics to engage communities with compelling content and experiences, genuinely customer-centric experiences through marketing collaterals.

1. Created and iterated gated content with an ambitious and friendly team
2. Optimized messaging with acquisition, retention, and SEO in mind
3. Helped the target personas discover their potential and get the most out of our products
4. Presented concepts work in progress and final creative
5. Proofread anything and everything that crossed my path
6. Listened and adapted to feedback from my colleagues and research
7. A firm believer of the brand value constantly looked to inject the company's values into the work and advocate in the interests of the audiences
8. Wholeheartedly cultivates a creative writer's mindset and craft

Utilize SEO analysis tools, such as Ahrefs and Ubersuggest to study competitor keywords, track Google indexing and build an SEO strategy that generates traffic.

- Research, write and edit articles for publishing on the site
- Key contributor to ENTITY's growing Finance+Money vertical
- Research social media trend forecasting, create social media calendar

- Develop and edit graphics for product illustrations, such as quote cards, memes and gifs, using Adobe Photoshop, Illustrator, InDesign and Canva

Also, genuinely passionate about pushing the boundaries with innovative marketing that drives conversations amongst the target market.

## **Senior UX Copywriter**

Annex Cloud

Jun 2020 - Sep 2021 (1 year 4 months)

As a content marketer and advisor with expertise in building brands, I took a progressive perspective and injected my broad knowledge of the digital landscape into Annex Cloud initiatives.

Helped Annex Cloud with comprehensive and scalable Loyalty Experience Manager™'s solution via content strategies.

Deep experience in content marketing and integrated brand development building/leading teams, driving strategy, innovation, creating multi-platform content opportunities, and assisting in customer retention.

- Creation of high-quality long-form content for multiple digital channels and platforms, including blogs, white papers, case studies, articles, and monthly/quarterly newsletters
- Creation of sales and marketing collateral (e-mails/case studies/ datasheets/brochures, web pages, landing pages, etc.)
- Repurposing reports and other long-form content assets to different formats and for additional channels
- Collaboration with other in-house teams (sales, marketing, service, product) to ensure content creation is in line with overall business objectives
- Brainstorm and create original content ideas/ plans aligned with content strategy/campaigns

Partner with designers, researchers, and product owners to co-create a world-class product experience.

Team up with engineers to solve content infrastructure challenges.

Identify and co-create repeatable content patterns for our design system library.

Define content organization and hierarchy within the product.

Plot user narratives and conversations across the product.

Inform decisions based upon user data, logic, and empathy.

Map and translate data to make it more user-friendly.

Optimize information architecture for task completion, navigation, filtering, searching, and browsing.

Create user guidance, onboarding, and support.

Drive terminology and nomenclature.

Experience developing task flows, conversation maps, and error/validation patterns.



## **Marketing Copywriter (contractual)**

**TERA**

Jul 2020 - Aug 2021 (1 year 2 months)

Led and executed brand marketing strategy, including partnerships, social, creative development and execution, content strategy and execution, and campaign development.

I managed all growth marketing and retention efforts inclusive of CRM, digital product testing to impact conversion rate, growth-specific partnerships, affiliate marketing, and advertising.

Conducted all levels of research, which meant approaching businesses and acting as a consultant for advisory and expertise on the subjects of Fintech.

I worked to strict deadlines ensuring I was delivering quality information.

I worked independently when gathering the research I needed.

- Using organic, inbound marketing techniques to create campaigns.
- Warming up leads and carrying out conversion analysis.
- Creating engaging social media posts which drive traffic to pages set up for conversion.
- Managing 8 freelance digital marketing professionals.
- Managing a content calendar.
- Managing the content marketing budget.
- Managing distribution of content across social media channels.
- Updating website content through WordPress CMS.
- Optimising copy for websites, end users and search engines.
- Managing social media profiles - Facebook, Twitter, Instagram, LinkedIn.
- Tracking performance to generate ROI reports.
- Working on long-form content such as eBooks, prospectuses and student support content.



## **Marketing Copywriter**

**Grazitti Interactive**

Dec 2019 - Jun 2020 (7 months)

Technical Writer | Content Marketer | Inbound Marketer | Email Marketer |  
Product Marketer | Salesforce Enthusiast

Managed Pods like Salesforce, Online Communities, Web Dev, Design and wrote Case Studies, Blogs, Articles, Infographics, Email campaigns, White papers, Sales Deck, Newsletters, Website Landing Pages, Podcasts, video script, SMM posts for LinkedIn, Twitter, and Facebook.

Fundamentally, I was a part of a proactive content team and we worked in cohesion with our assigned marketing teams.

With a unique cross-functional perspective, I created content with the purpose to furnish information, advice and resources to our business's customers and clients, usually in the form of articles, blog posts, videos, case studies, podcasts, and white papers.

I was a key link between engineers, marketing associates, and developer advocates, as well as all the external users and developers, tying together many vital but disparate parts of Grazitti's ecosystem.

In-depth understanding of design, content, and usability best practices.

Advanced knowledge of the English language, grammar, spelling, punctuation, and usage.

Demonstrable skills in UX writing, content auditing and analysis, content mapping and modelling, content planning and sourcing, conversational design, information architecture, and storytelling.

Moreover, I had the responsibility to publish my own work via WordPress CMS.



## **UX Copywriter**

iMark Infotech Pvt. Ltd

Dec 2018 - Dec 2019 (1 year 1 month)

Responsible for drafting marketing creative and campaigns, ensuring all designs and messages meet the brand objectives.

I have launched successful, digital-first brand campaigns - both small and large - that drive brand affinity, consumer demand, and profitability.

I thrive in complicated, fast-paced environments where I can dig in and make a significant impact, tackling business challenges with a creative mindset, unifying people around the mission then inspiring them to deliver their absolute best work.

Delivering detailed content plans to the marketing teams, including calendarized channel-based content solutions.

By strategically crafting written words, I put together the key ingredients to creating an understandable and intuitive digital mortgage experience.

My work guides clients through a simple and delightful process from conversion all the way to retention.

- Working closely with UX researchers, consumer insights, UI designers, product managers, technology teams and senior business leaders, I advocate for digital interactions and evangelize content design strategies that help to build the Rocket Mortgage user experience.

- I also do some shaping of the Rocket Mortgage brand voice and web content principles.

My responsibilities (inclusive but are not limited to):

- Investigate new content formats;
- Optimise seasonal plans based on results and insights;
- Ensure that the digital plans are in line with the requirements;
- Stakeholder management.



## **UX Copywriter**

### **Corbital Solutions**

Dec 2017 - Dec 2018 (1 year 1 month)

Drove comprehensive marketing plans for Corbital solutions, with specific accountability for brand marketing, communications, advertising, social media, (digital), and paid and performance digital marketing strategies. Led an incredible team that delivered on numerous successful activation

I created technical and digital content aligned with business objectives. I was also responsible to drive engagement that increased website traffic, lead generation, customer retention, and other positive client-related outcomes.

#### **Responsibilities**

- Created compelling digital content that translates technical information into logical, readable, and understandable content.
- Lead and work closely with the content team to develop, deliver, and promote quality content.
- Developed and oversee implementation of content strategy.
- Proofread and edit content for errors and inconsistencies to improve readability.
- Established style guides that specify the writing style and tone needed to create engaging content.
- Collaborated with the client's technical team to produce content that generates results.
- Created compelling and relevant content for current events, lifestyle, and tech topics.
- Proofread content, grammar, brand relevance, and SEO optimization for engagement.
- Worked with UI designers and software engineers to create microcopy for user-facing touchpoints on technology applications.
- Guided technology interface designs and changes based on these microcopy and messaging content needs



## **Copywriter**

### **amodini advertising**

Jan 2017 - Dec 2017 (1 year)

- Creative strategy planning and implementation on content creation, marketing, branding, promotion and business development.
- Worked with Project Managers, Team Leaders and Directors to determine strategic and creative needs for internal and external marketing.
- Wrote copy for product pages, internal magazines and emails to meet marketing objectives.

- Coordinated content and creative updates for a complete overhaul and refresh of the corporate website.
- Worked with the in-house creative team to strategize digital campaigns for increasing traffic and conversions on the corporate website.
- Set strategy for social media marketing.
- Established consistent brand voice and tone for written content on owned media channels.
- Developed evergreen messaging and copy that maintains the consistent voice and tone of the brand.



### **Automation Specialist**

Hindustan Machine Tools

Dec 2016 - Jul 2017 (8 months)



### **Summer Internship**

Hindustan Machine Tools

May 2014 - Jul 2014 (3 months)

## **Education**



### **Punjab Technical University**

bachelor's of technology, Mechanical Engineering

2013 - 2017



### **Satluj Public School**

high school, science

2007 - 2013



### **Dutt Vishesh School , Sector 26 Chandigarh**

2000 - 2006



### **Christ High School Chandigarh**

1998 - 2000

## **Licenses & Certifications**



### **Hubspot Content Marketing Certified Writer - HubSpot**

Issued Feb 2020 - Expires Mar 2022

<!-- Begin: HubSpot Academy - Content Marketing Badge --> <div class='academy-ba



### **HubSpot Inbound Marketing Certified - HubSpot**

Issued Feb 2020 - Expires Mar 2022



**Certified Internet Marketer (CIM)** - HubSpot Academy



**Communicate Your Ideas Through Storytelling and Design**



**Promote a business with content**



**Preventing Workplace Harassment** - KnowBe4

## **Skills**

Google Analytics • Search Engine Optimization (SEO) • Microsoft Word • Writing • Technical Writing • automobile engineering • Research • Automation • Microsoft Office • Microsoft Excel