

Sakshi Pachorkar

Sr. Content Writer & Marketing Specialist

Skillful **Content Writer** with an experience of **4+ years** in bringing brands to life through SEO-savvy, engaging, and industrially compelling content. With a strong hold on comprehensive **digital marketing** practices, I am looking for a good opportunity to blend my experience and industrial trends for successful marketing result generation.

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Experience

GammaStack

Sr Content Writer & Marketing Specialist

March 2022 – Present

Content Writing – Create, curate, and produce compelling content such as **SEO pages, blogs, articles, product bios, social media content, newsletters, case studies**, etc. for primary domains like sports betting, slots, bingo, iGaming, etc., and related managed technical services. Meanwhile executing posting activities on platforms like Quora, Medium, LinkedIn, Reddit, etc. for enhanced user attraction.

Content & Keywords Research – Conducted thorough research on different industrial trends, target audiences, and competitors for best content deliveries using **Search Console, Google Analytics (GA4), Ahrefs, SEMRush**, etc. to boost traffic, thus appraising the product ranking by 25% quarterly. Tracking weekly and biweekly performance of keywords to chalk out further strategies for optimization.

On-page & Off-page SEO – Bringing keywords to performance via regular coordination with SEO experts for tags and keywords anchoring through WordPress. Simultaneously planning, researching, and executing **press releases, banner or display ads, backlinks creation**, etc. for **quality ranking** and traffic appeal by means of effective reach-outs.

Events Management & Brand Endorsements - Efficiently organize, register, manage, and monitor four big iGaming events namely **ICE, SiGMA, SBC, G2E**, and various others for GammaStack. From registering into the events' exhibitors' list to planning the events tasks, coordination with the events teams and vendors, booth design, graphics, and design elements, visa invitations management, and more – managing it all for successful event outcomes.

Social media management – Work in close contact with the social media executive for the creation of social media **monthly calendar, content** (captions, image information, design, etc.) **review and verification**, and making it live in time to catch readers' attention and brand awareness. Alongside, handling **social bookmarking (SBM) activity** for each page and blog live to benefit backlinking.

Team Leadership – Manage, coach, and mentor a team of Content Writers and Social Media Executives, focusing on advanced **content creation, traffic and rank improvement, and more**. Setting clear goals for the team, aligning with the company's objectives, regularly assessing the team's performance using KPIs, providing feedback, and aiding in improving efficiency and productivity.

Program Development – Develop, execute, and **manage programs meant for our focused partner brands** – **iGamingBook, MenteStack, and GammaSweep** to build up, implement, and manage their overall marketing practices and website operations.

Grownmind

Sr. Content Writer & QA

February 2021 – March 2022

Research & Wireframing – Amending thorough and **in-depth research** for provided topics, guidelines, and subjects for content writing by various means, especially for academic content, to maintain accuracy, validity, and reliability of the content.

Content Creation – Writing compelling content pieces including **research papers, articles, academic blogs, thesis, dissertations, web pages, SEO landing pages, social media content, website blogs**, and beyond before the deadline to maintain efficiency, quality, and timeliness at the same time.

Quality Analysis – Rectify the curated content through multilateral quality check stages i.e. **plagiarism check, vocabulary review, style and rubric fitness**, and more.

Team Audits & Performance Check – Quality analyzing the daily content pieces of a team of content writers for plagiarism, guidelines and rubric, deadlines, and whatnot to share further for next steps and execution.

DigiVersal

Academic Research Associate

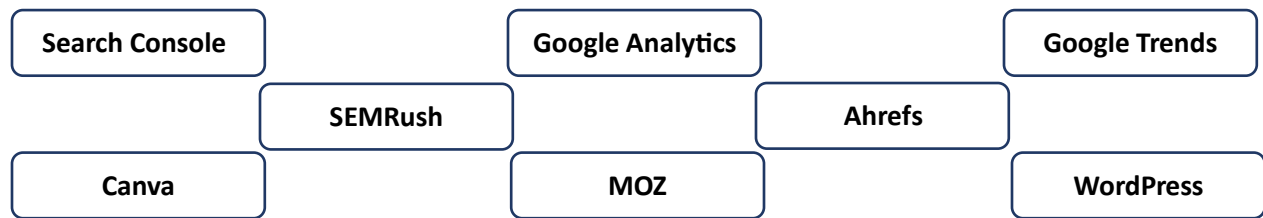
June 2020 – February 2021

Academic Content Writing – Develop comprehensive and detailed academic content pieces like **research papers, essays, articles, informative books, study guides**, etc. for various subject matters covering management, humanities, philosophy, science, etc.

SEO Writing & Infographics – Creating engaging content for websites including **landing pages, blogs, client information PPTs, email and social media banner content**, etc.

Quality Assurance – Routinely checking on prompt implementation of guidelines such as citation styles like **MLA, APA, Chicago**, and more to adhere to academic disciplines, maintaining the content quality by assuring **zero plagiarism, clarity**, and coherence.

Tools & Skills



Education

Master Of Business Administration – MBA | HR & Marketing
MediCaps University | 2018-2020

Master Of Science – MSc | Mathematics
School of Mathematics, DAVV | Indore | 2017-2018

Bachelor Of Science – BSc
Govt. Holkar Science College | Indore | 2014-2017
