

SHREYAS Y D

Digital Marketing & Content Leader · 10+ Years · B2B & B2C · Bengaluru, India
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PROFESSIONAL PROFILE

I'm a digital-first marketing and content leader with 10+ years of experience, including 8 years deeply focused on digital. My work sits at the intersection of brand, content, and growth, where I build ecosystems that not only attract attention but also sustain it.

I operate across the full stack, from shaping strategy to executing it hands-on. I can design a content flywheel from the ground up, run performance campaigns, define creative direction, interpret analytics, and lead teams to deliver consistently. I am as comfortable in the details as I am in the bigger picture.

My experience spans fintech, real estate, logistics, recruitment, technology services, and media, which has given me the ability to adapt quickly across audiences and business models. I have built digital presence from scratch, repositioned brands, scaled organic communities, and driven measurable gains in traffic, lead quality, and brand equity.

I work with a modern and evolving toolkit that includes SEO and AEO, social media, performance marketing, video strategy, AI-driven content workflows, and analytics. I actively track how content discovery is shifting, especially with the rise of generative search, and I adapt strategies accordingly.

At the core, I care about building work that lasts. I focus on content that resonates, systems that scale, and engines that compound over time instead of chasing short-term spikes.

CAREER IMPACT AT A GLANCE

187% Website Visitor Growth via SEO	17K+ Community Built From Zero	3x Daily Leads, Zero Ad Spend	60%↓ Creative TAT via AI Pipelines	50%↑ SEO Team Productivity via AI
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4 Business Units Managed Simultaneously, Jones Group	2X New Visitor Growth Jones Elite Logistics website	85%+ Organic Blog Traffic Share Sustained over 9 months, JEL	35%↓ Workflow Turnaround Karle Infra, process redesign	60% LinkedIn Growth Followers, Karle Infra	2x Engagement Growth LinkedIn, Karle Infra
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CORE COMPETENCIES

Digital Marketing: SEO, SEM, Performance Marketing, Google Ads, Social Media Strategy, Lead Generation, Audience Targeting, Campaign Optimisation, ROAS & CPL Tracking, Remarketing Journey Design

Content Leadership: Content Strategy, Content Flywheel Design, Editorial Planning, Content Operations, Brand Messaging, Multi-Format Content Production, Thought Leadership, Content Repurposing Across Formats, Sales Enablement Assets

Analytics & Reporting: Google Analytics (GA4), Google Tag Manager (GTM), Search Console, Keyword Research, A/B Testing, Traffic Analysis, Funnel Optimisation, Performance Dashboards, Automated Reporting Frameworks, KPI Frameworks

SEO & Search Visibility: On-page & Off-page SEO, SERP Analysis, Keyword Strategy, Backlink Audits, Content Audits, AEO (Answer Engine Optimisation), GEO (Generative Engine Optimisation), AI Search Visibility

Social Media & Community: Multi-platform Strategy (LinkedIn, Instagram, YouTube, Pinterest, X), Community Building & Management, Content Calendars, Seasonal Trend Monitoring, Platform Algorithm Optimisation, Influencer Partnership Management, UGC Campaigns, Online Reputation Management, Community Engagement

Video & Visual Content: Video Content Strategy, Concept Development, Scriptwriting, Storyboarding, Shot Planning, Production Scheduling, Short-form & Long-form Video, Photography Direction, Behind-the-Scenes & Event Content Capture

Brand Strategy: Brand Positioning, Integrated Campaigns, Creative Brief Writing, Messaging Frameworks, Market Research, Consumer Insights, New Product Development Support, Trend Analysis, Competitive Benchmarking, Tone-of-Voice Development, Brand Calendar Management, Regulatory Compliance in Marketing Assets

AI Content Generation: Prompt Engineering, AI-Assisted Copywriting, Content Automation Workflows, AEO/GEO-Optimised Content, Editorial Quality Control, Human-in-the-Loop Review, Content Repurposing Systems, Podcast & Video Script Strategy

Project & Team Leadership: Cross-functional Collaboration, Stakeholder Management, Agency & Vendor Management, Workflow Standardisation, Hiring & Onboarding, Upskilling, Resource Allocation, Event Content Planning & Distribution

Tools & Platforms: Google Analytics (GA4) · Google Tag Manager (GTM) · Google Ads · Google Search Console · SEMrush · Ahrefs · Meta Ads · LinkedIn Campaign Manager · WordPress · Mailchimp · HubSpot · Hootsuite · Zoho CRM · Adobe Photoshop · DaVinci Resolve · Canva · Notion · Trello · JIRA · ChatGPT · Claude · Gemini · OpenAI Sora · Google Veo II · Microsoft Office Suite

PROFESSIONAL EXPERIENCE

Social Media & Content Manager

Jones Asset Management (Jones Group) · Bengaluru, Karnataka, India

August 2024 – March 2024

◆ Key Achievements

- ▶ Designed and executed digital marketing across four business units simultaneously — growing overall website traffic by 2x and organic leads by 300%, entirely without paid advertising.
- ▶ Built Jones RecruitZo's LinkedIn presence from zero to 17,000+ organic followers in under one year — developing the full content engine, video strategy, community engagement model, and editorial calendar from scratch.
- ▶ Repositioned Jones Elite Logistics across both B2B and B2C verticals, improving website engagement metrics and marketing qualification accuracy; drove 90% growth in new website visitors with blog content consistently accounting for 85%+ of all organic traffic over a sustained 9-month period.
- ▶ Introduced AI content generation pipelines into the creative process, reducing social media content turnaround time by 60% while maintaining quality standards.
- ▶ Deployed AI content generation for the SEO team, increasing team productivity by 50% — resulting in 187% growth in website visitors, with 86% of those visitors arriving through organic SEO content.

◆ Core Responsibilities

- ▶ Led a team of writers and social media executives to plan, create, and execute digital campaigns, content calendars, SEO plans, and paid marketing initiatives across all brands.
- ▶ Developed and continuously optimised SEO-driven content — managing keyword research, SERP analysis, on-page optimisation, and off-page improvements; applied AEO (Answer Engine Optimisation) and AI search visibility principles to ensure content was discoverable across both traditional and generative search platforms.
- ▶ Owned the complete social media pipeline end-to-end: strategised new content ideas, built brand content calendars aligned with seasonal trends, marketing campaigns, and product launches, coordinated with designers and external stakeholders, published and scheduled across all channels, and reviewed platform algorithm performance regularly to rework and optimise for organic growth.
- ▶ Oversaw website content governance, CRO enhancements, and landing page optimisation to improve lead quality, reduce bounce rates, and increase marketing qualification accuracy across business units.
- ▶ Wrote and reviewed creative briefs for campaigns and content initiatives — collaborating with creative teams to ensure all output was on-brief, on-brand, and aligned with audience needs.
- ▶ Supported new product and service development through ongoing market research, consumer behaviour analysis, competitive benchmarking, and trend monitoring — providing insight-driven positioning and messaging recommendations to leadership.
- ▶ Collaborated directly with leadership to translate strategic business objectives into performance-led marketing campaigns with measurable content outcomes.
- ▶ Built and maintained performance dashboards and automated reporting frameworks — covering traffic, rankings, ROAS-equivalent metrics, CPL proxies, audience behaviour, funnel conversion, lead quality, and engagement — used directly in leadership event decision-making.
- ▶ Planned and executed event-related content — creating pre-event promotional content, live event coverage, and post-event repurposed assets to maximise the reach and impact of every brand moment.
- ▶ Managed influencer identification, outreach coordination, and partnership execution to extend organic brand reach and build credibility through third-party voices and user-generated content.
- ▶ Designed remarketing content journeys to re-engage website visitors and social audiences — reducing touchpoint overlap and shortening the path to conversion.
- ▶ Built content repurposing systems to transform one core insight or piece of content into multiple formats across channels — maximising content value and distribution efficiency.

- ▶ Conducted competitor benchmarking and market intelligence analysis to identify content gaps, keyword opportunities, and campaign angles across all verticals.
- ▶ Researched, evaluated, and implemented new AI tools and automation workflows for content generation, reporting, and analytics — continuously improving the marketing tech stack for efficiency and output quality.
- ▶ Engaged with followers through comments, messages, and interactive social features to build active communities around each brand.
- ▶ Set clear KPIs and ownership models to improve team accountability and on-time delivery; managed workloads, priorities, and resource allocation under tight deadlines without compromising quality.
- ▶ Drove productivity improvements through process optimisation and workflow standardisation across the content and social teams.
- ▶ Interviewed, evaluated, and onboarded new team members aligned with role requirements and culture fit; identified skill gaps and implemented upskilling initiatives to strengthen team capability.

Marketing Manager

Karle Infra (Karle Group) · Bengaluru, Karnataka, India

November 2023 – July 2024

◆ Key Achievements

- ▶ Increased Karle Infra's LinkedIn followers by 60% and doubled engagement through targeted content themes, sharper audience segmentation, and improved posting frequency.
- ▶ Grew the Instagram channel by 21% using analytics-driven visual storytelling and hashtag optimisation.
- ▶ Improved event marketing performance, generating 30–40% higher participation for monthly B2B engagement events through integrated online-to-offline content campaigns.
- ▶ Streamlined content workflows across business units, reducing turnaround time by 35% through process standardisation.

◆ Core Responsibilities

- ▶ Acted as the primary content strategist and creative lead for the organisation — generating all digital content, leadership communications, and event collateral across every channel and touchpoint.
- ▶ Managed and maintained the brand calendar — planning and scheduling all marketing campaigns, content themes, seasonal initiatives, and events to ensure consistent, timely execution across the year.
- ▶ Managed end-to-end digital campaigns across LinkedIn, Instagram, and Google Ads — including creative brief development, ad copy writing, audience targeting, budget management, bid strategy, and performance tracking against KPIs.
- ▶ Led content production for both internal and external communications: newsletters, quarterly reports, tenant engagement materials, and corporate presentations.
- ▶ Planned and executed online-to-offline marketing events — producing pre-event promotional content, in-event coverage, post-event recap content, and thought leadership pieces tied to event discussions to maximise the reach of every event moment.
- ▶ Tracked event and campaign KPIs including engagement rates, participation counts, and satisfaction scores to continuously improve marketing performance.
- ▶ Coordinated with vendors, designers, and internal stakeholders to align brand identity and ensure campaign consistency and claims accuracy across all channels and materials.
- ▶ Conducted multiple 'Tenant Activation' campaigns, engaging existing Karle Town Centre residents and tenants in the digital space through website and social media channels — successfully converting offline community presence into measurable digital following and interaction.
- ▶ Identified and coordinated influencer partnerships and user-generated content opportunities to extend brand reach organically.

Content & Brand Marketing Consultant

Self-Employed · Bengaluru, Karnataka, India

August 2021 – October 2023

◆ Key Achievements

- ▶ Repositioned multiple B2B and B2C brands across tech, retail, and consumer services — improving digital visibility and generating measurable increases in organic search traffic and audience engagement for each client.
- ▶ Built brand messaging systems, tone-of-voice frameworks, and content ecosystems for clients in tech, retail, and consumer services that gave each brand a clear, distinctive identity.
- ▶ Enabled clients to reduce content dependency by implementing scalable content governance systems and workflow structures they could operate independently.

◆ Notable Client Work

- ▶ Bengaluru-based DevOps & Services B2B Startup: Revamped the full brand strategy and implemented a comprehensive content strategy. Set up processes, workflows, and tools enabling clear, credible communication with existing and potential US B2B clients.
- ▶ UK-based IT Services Provider: Assisted a company specialising in bidding for IT contracts with the UK government to establish B2B services and enhance brand presence during expansion. Collaborated with recruitment and management teams to build employer branding and content creation pipelines for the UK B2B market.

◆ Core Responsibilities

- ▶ Conducted SEO audits, content audits, and competitive analysis to build tailored digital growth strategies for each client.
- ▶ Developed long-form blogs, website copy, landing pages, newsletters, and campaign content optimised for search discoverability, conversion, and brand voice.
- ▶ Created sales enablement assets including one-pagers, explainers, and marketing collateral to support business development and client-facing communication.
- ▶ Built content repurposing frameworks to extend the value of each core piece of content across multiple formats, platforms, and audiences.
- ▶ Managed freelancers, designers, and external agencies end-to-end to deliver marketing assets on brief and on time.
- ▶ Provided weekly analytics-driven recommendations to improve content ROI and campaign performance for each client account.

Senior Web Search Analyst (Contract)

Trupp Global Technologies · Bengaluru, Karnataka, India

September 2020 – August 2021

◆ Key Achievements

- ▶ Increased organic visibility for clients by improving metadata accuracy, keyword alignment, and content audit systems — resulting in measurable ranking improvements across managed profiles.
- ▶ Enhanced accuracy and compliance of client digital profiles, improving automated ranking signals and search discoverability at scale.

◆ Core Responsibilities

- ▶ Performed daily keyword research, backlink audits, on-page optimisation, and SEO performance reporting across client accounts.
- ▶ Monitored ranking changes and developed specific SEO improvement recommendations for content teams to act on.
- ▶ Analysed analytics dashboards for trends, visibility patterns, and content opportunities to inform strategy.
- ▶ Maintained SEO standards and content quality for Crunchbase profiles — improving their organic visibility on Google through structured, search-optimised content.
- ▶ Created search-optimised, structured content and improved audience discoverability through data-focused SEO practices.
- ▶ Ensured consistency and compliance with brand guidelines across all managed listings and digital properties.

Assistant Content Manager

Chaitanya India Fin Credit · Bengaluru, Karnataka, India

February 2019 – March 2020

◆ Key Achievements

- ▶ Built and led the Content & Communications department entirely from scratch — the first digital hire at the company, responsible for establishing every process, system, and channel from zero.
- ▶ Established the company's full social media presence and digital campaigns workflow from scratch.
- ▶ Developed internal stakeholder communication channels using recorded video — a first for the organisation.
- ▶ Created direct communication channels between the leadership team and ground staff spread across the country through live virtual town halls and structured newsletters.
- ▶ Redesigned the corporate website and set up content pipelines, CMS systems, and digital marketing processes.
- ▶ Delivered the company Annual Report as a two-person team and led brand-aligned social media strategy.

◆ Core Responsibilities

- ▶ Acted as the single Point of Contact for all content and digital media requirements across HQ — touching every team and function.
- ▶ Built the digital marketing pipeline from scratch as the company's first digital hire, establishing the foundation for all future digital activity.
- ▶ Drafted leadership communications, brand updates, newsletters, and investor-related material for internal and external audiences.
- ▶ Oversaw website content governance and managed content updates in coordination with product and design teams.
- ▶ Supported PR activities, internal communication campaigns, and broader branding initiatives across the organisation.
- ▶ Supported the HR training department with induction materials, alignment communications, and upskilling content for employees across the organisation.
- ▶ Supported the company secretary team with formal communications and filings for regulators including RBI and SEBI.

Content Writer

Prime Focus Technologies · Bengaluru, Karnataka, India

August 2017 – January 2019

◆ Key Achievements

- ▶ Served as lead writer for the 'Kannada Non-Fictional Shows' content localisation, SEO optimisation, and digital marketing content for Colors Network – Kannada.
- ▶ Awarded the Excelsior Extra Punch Award for 'High-Quality Content Delivery at the Time of Critical Need' — a company-wide recognition for performing exceptionally under pressure.

◆ Core Responsibilities

- ▶ Improved video SEO performance through structured keyword optimisation, audience-focused title writing, and a deep understanding of target audience behaviour on search platforms.
- ▶ Wrote SEO-optimised blogs, highlight scripts, and digital content for broadcast and streaming platforms.
- ▶ Conducted keyword research and collaborated closely with design and production teams to ensure content was aligned with campaign objectives and platform requirements.

Assistant Director

Feature Film Production · Bengaluru, Karnataka, India

September 2016 – May 2017

◆ Responsibilities & Contributions

- ▶ Directed all background action on set for a feature film production — managing large groups of secondary and background actors to execute the director's vision.
- ▶ Led the Casting Department for secondary and background actors — conducting auditions, evaluations, and selections.
- ▶ Key contributor to script checking, storyboarding, promotional material editing, on-set coordination, and pre-production photoshoots.
- ▶ Served as Assistant to the On-Set Script Supervisor and acted as liaison between the Camera Team, Set Design Team, Make-Up, and Costuming team.

Freelance Filmmaker

Self-Employed · Bengaluru, Karnataka, India

January 2014 – July 2016

◆ Responsibilities & Contributions

- ▶ Produced and directed advertising content for startups and local markets — handling concept, scriptwriting, storyboarding, production, and delivery end-to-end.
- ▶ Worked as 1st and 2nd Assistant Director on multiple ad film productions — supporting directors with scheduling, crew coordination, and on-set execution.
- ▶ Directed and edited a full documentary film for a US-based NGO — managing the project independently from brief through to final delivery.
- ▶ Developed strong skills in photography direction, on-set visual capture, pre-production photoshoots, and promotional material creation — forming the visual storytelling and content capture instincts that underpin social media content strategy and behind-the-scenes brand content today.

PORTFOLIO HIGHLIGHTS

- ▶ Jones RecruitZo LinkedIn — Built from launch to 17,000+ organic followers in 1 year; full content engine, video strategy, and community model developed from scratch. [↗ Jones RecruitZo LinkedIn](#)
- ▶ Jones Asset Management — 3× new daily lead growth, 100% organic, zero ad spend. [↗ Jones Asset Instagram](#)
- ▶ Jones Elite Logistics — 2x new visitor growth; blog content consistently 85%+ of total organic traffic over 9 months. [↗ Jones Elite Logistics Website](#)
- ▶ Karle Infra LinkedIn — 60% follower growth and 2× engagement through targeted content and editorial planning. [↗ Karle Infra LinkedIn](#)
- ▶ Karle Town Centre — Offline community engagement successfully converted to active digital following and interaction. [↗ Karle Town Centre Instagram](#)
- ▶ Chaitanya India Fin Credit — Built entire digital brand, social presence, and communications infrastructure from scratch; strategy and structure still in active use today. [↗ Chaitanya India Website](#)

RECOGNITION

Excelsior Extra Punch Award

Awarded by Prime Focus Technologies for 'High-Quality Content Delivery at the Time of Critical Need' — a company-wide recognition for exceptional performance under pressure and tight deadlines.

EDUCATION

Diploma in Film Making & Direction

Film & Fine Arts Academy (FFVA) · Bengaluru, Karnataka, India

2016 – 2017

Bachelor of Engineering (Dropout)

MIT Mysore · Mysuru, Karnataka, India

2011 – 2015