



Shelly Chadha

Marketing Consultant

London, UK

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Languages

English

About

A self-motivated and seasoned content marketing professional, SEO buff, and social media enthusiast with 4 years experience up my sleeve. Detailed-oriented copywriter and author who has been published in industry-leading publications such as The Drum & Influencer Marketing Hub. Avid storyteller who knows a thing or two about creating highly targeted landing pages, email newsletters, and marketing campaign materials.

BRANDS WORKED WITH

- Dojono
- Fanbytes
- Grabbd
- Refinery29

Experience



● EMAIL MARKETING EXECUTIVE

Refinery29 | Mar 2021 - Now

Curating and scheduling of daily newsletters. Analysing and reporting on email performance. Aiding the launch of new email products.



● FREELANCE MARKETING MANAGER

Grabbd | Nov 2021 - Aug 2022

Reviewing and defining the voice for all Grabbd messaging and collaterals. Driving traffic to the Grabbd website through PR outreach and relationship-building. Reviewing and driving social media conversations & strategy. Optimising Grabbd content for SEO.



● CONTENT & SEO MANAGER

Fanbytes | Aug 2019 - Aug 2021

Implementing content & SEO marketing strategies to boost brand visibility. Writing thought-leadership pieces for leading publications such as The Drum & Influencer Marketing Hub. Managing Fanbytes socials & writing copy for paid and organic marketing funnels. Writing & designing two weekly newsletters for 7,000+ subscribers on Mailchimp.



● CONTENT CREATOR & SEO EXECUTIVE

Dojono | Jun 2018 - Jun 2019

Implementing content & SEO marketing strategies to boost brand visibility. Guest posting & outreach duties. Managing and writing briefs for a team of freelance writers. Developing and launching several social media campaigns to drive new followers.