

Deepika Yadav

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Content Strategist with 3+ years of experience in D2C and SaaS marketing. Skilled in content strategy, social media, CRM marketing, copywriting, SEO, and video scripting. Experienced in creating high-performing content across website, social media, WhatsApp, Email, and SMS channels.

WORK EXPERIENCE

Dancing Numbers

March 2024 – Present

Content Strategist

Creating content and managing marketing communications across multiple brands, including Sleepsia (D2C Sleep & Wellness Brand), Dancing Numbers (SaaS Accounting Solutions), and Agile Ventures.

- Owned end-to-end content for Sleepsia, a D2C sleep and wellness brand.
- Planned monthly content calendars and campaign messaging across website, social media, WhatsApp, Email, SMS, and RCS.
- Created 800+ content assets including blogs, landing pages, product pages, ad copies, CRM campaigns, and social media content.
- Wrote 200+ reel and video scripts for doctors, influencers, and brand campaigns.
- Worked closely with designers, video editors, and performance marketers to execute marketing campaigns.
- Managed and reviewed content from 7 freelance writers to ensure quality and brand consistency.

Mobishastra Technologies LLC

Feb 2023 – March 2024

Content Writer

- Built Anantya.ai's content ecosystem from scratch, including website content, CRM journeys, WhatsApp chat flows, and SEO content.
- Managed a team of 2 writers and collaborated with a designer to maintain brand consistency.
- Delivered 500+ content assets across website, CRM, social media, and marketing campaigns.

EDUCATION

B.Tech (Honours), Electronics & Communication Engineering

2017-2020

Maharani Girls Engineering College, Jaipur

CERTIFICATIONS, SKILLS & INTERESTS

- **Certifications:** Google Digital Marketing & E-commerce | Meta Marketing Analytics Foundation | IBM Generative AI
- **Technologies:** Google Analytics, Google Search Console, WhatsApp Business API, Canva, AI Tools, Excel, SEO Tools, CRM Platforms
- **Skills:** Content Marketing, SEO Content Writing, Copywriting, CRM Marketing, Customer Retention, Lifecycle Marketing, Customer Segmentation, Social Media Strategy, Campaign Management, Brand Communication, Content Strategy, Team Management