



POOJA TAHILIANI

E-Commerce Content & Marketing Executive



CONTACT ME AT

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EXPERTISE

Time Management ★★★★★

Communication ★★★★★

Problem Solving ★★★★★

Creativity ★★★★★

Leadership ★★★★★

Work Ethics ★★★★★

HOBBIES



ABOUT

10+ Years of experience in the field of E-Commerce Content. Managing a group of content developers and in charge of the overall website content generation. Developing the company's brand and establishing its online presence. Strong understanding of online communications planning, Search Engine Optimization strategies, and creative process.

WORKEXPERIENCE

FAN Mania Apr-2023 - Present

Content and Sales Executive

- Develop content strategy aligned with short-term and long-term marketing targets.
- Collaborate with marketing and design teams to plan and develop site content, style and layout.
- Create and publish engaging content.
- Edit, proofread and improve writers' posts.
- Liaise with content writers to ensure brand consistency.
- Optimize content according to SEO.
- Use content management systems to analyze website traffic and user engagement metrics.
- Manage content distribution to online channels and social media platforms to increase web traffic.
- Develop an editorial calendar and ensure the content team is on board.
- Ensure compliance with the law (e.g., copyright and data protection).
- Stay up-to-date with developments and generate new ideas to draw the audience's attention.
- Develop and execute content marketing strategies aligned with overall goals.
- Successfully handled content calendars for a website, blog, social media, email, and print.
- Efficaciously track and optimize content campaign performance.

Hafla UAE Sep-2021 - March 2023

E-Commerce Content Manager

- Managing a team of content developers, who are responsible for writing content for the website.
- Coordinate with the image editing team to enhance the visual appeal of product placement on the website.
- Help improve sales by developing content strategies and plans, maximizing online merchandising, and resolving product issues.
- Create the title tag, the meta tag description, and the highlighted and added relevant connections to the website.
- Data analysis to find trends and change campaigns as needed to generate the best ROI.



SKILLS

- Excellent team player and individual worker.
- Quick Learner and Eager to learn and build product knowledge.
- Highly motivated.
- Grammar and Vocabulary.
- Research Skills.
- SEO and Content Strategy.
- Creative Writing & Editing.
- Proficient with Microsoft Office, Word, Excel, PowerPoint.
- Ability to work under pressure to achieve organizational objectives within deadlines.

EDUCATION

BSC in MCAJ (Mass Comm., Advertising & Journalism) - 2012
Vishwakarma Creative-I college,
Pune - India

HSC - 2009
SNDT Women's University, Pune - India

SSC - 2007
St. Ursula High School, Pune - India

LANGUAGES

English	★★★★★
Hindi	★★★★★
Sindhi	★★★★★

- Coordinate with the marketing team to promote products on Social Media.
- Proofread marketing materials & build various collections on the website.
- Execute test cases and detect any bugs
- Migration of products from one web platform to another using the in house migration content systems.
- Help streamline the supplier management portal.
- Use Shopify's CMS & Navigation portal to create different product and navigation pages.

Firstcry UAE

July-2019 - Aug-2021

Manager - Catalog & SEO

- Managing a team of 9 website content developers.
- Research, write and edit blog posts about company's products and Landing page articles.
- Collaborate with Merchandising managers and directors to implement brand campaign strategies.
- Optimize site content to increase customer engagement.
- Design and create training courses for new-hires.
- Maintain an editorial calendar supporting content categories and business verticals, targeting particular people or groups.
- Oversee a team of Content Operations coordinators, focusing on best practices and implementation of metadata and content tagging.
- Take a proactive role in working with colleagues in developing processes for accurate content Writes, researches, and creates content for the in-house brands and takes part in the merchandising strategies for the same.
- Working with the warehousing team to check the status of the inventory kept at the warehouse vs that live on the website.
- Design templates for the sourcing team for on-boarding new suppliers and products.

Firstcry India

July-2014 - Jul-2021

Senior Catalog & SEO

- For live content, take responsibility for asset management, live content publishing, scheduling, and setup.
- Take a proactive role in working with colleagues in developing processes for accurate content Writes, researches, and creates content for the in-house brands and takes part in the merchandising strategies for the same.
- Researched high volume keywords through keyword planner to update descriptions.
- Carrying out quality assurance checks on content.
- Assuring web content is user-friendly and key-worded for SEO benefit.

Firstcry India

Oct-2012 - Jul-2014

Junior Content & Catalog Writer

- Strategy, evolution, briefing, project management, and timely delivery of all content
- Updating and editing product descriptions including formatting descriptions through our content management system.
- Work directly with Product Line Managers to develop product content and product imagery to be used online and offline
- Troubleshoot and work closely with our internal teams to help resolve issues by providing feedback and follow through until resolution.
- Manage any inquiries, issues, and improvements in regards to any web shop content or products.

Internship Programme:

- I have worked with BookChums.com, a division of Engage Info media India as a Freelance Writer. I was part of it for my college internship for one year.