

SIMRAN BHAVSAR

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Content marketing expert with 3+ years in B2B strategy, SEO, and digital marketing for AI and tech. Skilled in creating engaging content, optimizing cross-channel strategies, and simplifying technical concepts. Fluent in English, with upper-intermediate French and multicultural experience.

EDUCATION

SKEMA Business School, France

MSc in Digital Marketing

Amity University, India

BA in Journalism and Mass Comm.

LANGUAGES

- English - Fluent C2
- French - Upper Intermediate B2
- Hindi, Marathi - Native
- German, Mandarin - Beginner A1

SKILLS

- Content Creation: Blogs, case studies, newsletters, thought leadership.
- SEO: SEMrush, Ahrefs, Yoast for technical and on-page optimization.
- Digital Tools: Google Analytics, Ads, WordPress, HubSpot, MailChimp, Canva.
- Social Media: Hootsuite, Buffer, Notion for campaigns.
- CRM: HubSpot, Slack
- Technical: HTML, CSS, AI tools like ChatGPT.

CERTIFICATIONS

- AgilePM® Foundation
- Google Analytics
- Google Ads Search Certification
- Introduction to CRM with HubSpot

INTERESTS

Blogging on digital marketing trends, exploring AI innovations, and trying new cuisines and restaurants.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager and SEO Specialist

Digiotouch | June 2023 - Present

Nice, France

- Developed and executed a multi-channel content strategy, boosting organic traffic and engagement through targeted keyword research.
- Created impactful content (blogs, case studies, newsletters) that simplified AI topics, driving a 32% increase in lead generation.
- Managed technical and on-page SEO, enhancing page rankings and user engagement.
- Collaborated with product teams and regional managers to align content with company goals and brand voice.

Junior Marketing Manager

Riviera Secrets | May 2022 - May 2023

Cannes, France

- Boosted brand visibility with an inbound marketing strategy, increasing social media engagement by 25%.
- Improved CTR by 10% and attracted qualified traffic through targeted Google Ads campaigns.
- Managed comprehensive SEO practices, achieving significant organic traffic growth in six months.
- Enhanced CRM workflows for international outreach, improving client engagement and retention.

Assistant CRM Manager

WedAbout | Jan 2021 - July 2021

Mumbai, India

- Managed client databases and optimized lead tracking, leading to a 15% improvement in customer loyalty and retention.
- Developed and implemented lead generation strategies, contributing to pipeline generation and customer engagement.

Social Media Manager

DoubleThink Media | Jun 2019 - Feb 2020

Mumbai, India

- Achieved a 40% increase in social media followers and engagement within three months by leveraging industry trends and competitor analysis.
- Refined marketing strategies based on insights from competitor benchmarking, resulting in stronger brand messaging and visual identity.

PROJECT AND LEADERSHIP

Project Manager

ISSSA | Sept 2022 - April 2023

Nice, France

- Led a team in developing and executing a comprehensive content and marketing strategy that drove brand awareness and engagement.
- Streamlined content production workflows using agile methodologies, improving collaboration and reducing project timelines by 20%.