

# SHRADDHANVITA TIWARI



## PROFESSIONAL SUMMARY

Content, SEO, and ASO leader with 8+ years of experience in building and scaling content strategies, brand storytelling, and digital engagement across industries. Adept at leading cross-functional teams, managing multi-domain brand presence, and crafting impactful copy across web and app ecosystems.

Expanded expertise into AI automation and GEO (Generative Engine Optimization), optimizing conversational agents and AI search visibility with accurate, context-rich responses through backend data updates. Skilled at aligning content, ASO, SEO, and AI-driven solutions to deliver measurable business outcomes in an evolving search landscape.

## CONTACT

+91 - 7276419738

shraddhanvita@yahoo.in

Babusapalya, Bangalore,  
Karnataka

[www.linkedin.com/in/shraddhanvita-tiwari-35990886](https://www.linkedin.com/in/shraddhanvita-tiwari-35990886)

## EDUCATION

2020 - 2022

NMIMS

- PGDBM - Digital Marketing

2010 - 2012

NAGPUR UNIVERSITY

- MA - English

2013 - 2014

THE ENGLISH & FOREIGN  
LANGUAGES UNIVERSITY

- PGCTE - Linguistics

## SKILLS

- Content Strategy & Copywriting
- Brand Storytelling & Messaging
- SEO & Content Marketing
- Campaign & Editorial Planning
- AI Automation & Agent Training
- Analytics & Performance Optimization
- Content Team Leadership
- Product & UX Copywriting

## LANGUAGES

- English (Fluent)
- Hindi (Fluent)
- German (Basics)

## WORK EXPERIENCE

### Lean Summits Solutions

APR 2025 - PRESENT

#### Lead - Content & SEO Strategy

- Drove content, GEO & SEO strategy across healthcare, logistics, B2B and SaaS domains resulting in 1200% organic growth
- Built editorial calendars & messaging frameworks, aligning campaigns with business goals.
- Managed writers, Sales team, editors & SEO specialists, ensuring consistent brand voice.
- Optimized AI automation workflows, improving agent accuracy by 30% through backend data updates.
- Launched blogs & whitepapers that established domain authority in healthcare tech & logistics.

### redBus (MakeMyTrip Group)

Jan 2020 - Apr 2025

#### Assistance Manager - Digital Marketing

- Led SEO, GEO and App growth for Vietnam, Malaysia & Indonesia, delivering record traffic growth (3M+) in 1 quarter.
- Streamlined content workflows (research → briefing → optimization), cutting turnaround time by 25%.
- Produced high-converting landing pages & blogs, boosting engagement by 20%.
- Partnered with analytics teams to optimize strategies using performance insights.
- Won SPOT Award (2020) & Trailblazer Award (2021, 2023) for outperforming competition.

### Holidayme

Feb 2019 - Dec 2019

#### Digital Marketing Executive

- Executed SEO, social & email campaigns, increasing leads by 15%.
- Edited and optimized website/blog content to improve rankings and retention.

### TripHobo

Aug 2017 - Jan 2019

#### Content Strategist

- Directed blog & content strategy, driving a 35% lift in organic traffic.
- Produced SEO-driven travel guides, improving keyword rankings by 40%.