

+919654631777

meghna.sharan@gmail.com

Delhi, IN

<https://www.linkedin.com/in/meghna-sharan-8520a363/>

meghnasharan.com

Meghna Sharan

Content Strategist | Writer | Editor

PROFESSIONAL SUMMARY

Content strategist, writer, and copywriter with 7+ years of experience in content marketing, brand storytelling, SEO, and ORM. Skilled in crafting high-impact content strategies, executive branding, and multi-platform campaigns for top brands. Adept at leading teams, optimizing engagement, and delivering data-driven content solutions.

PROFESSIONAL EXPERIENCE

Group Head - Content

Aug '22 - Present

RepIndia

Delhi, IN

- Led content marketing, SEO, ORM, and digital storytelling initiatives for BFSI, Tech, Lifestyle, Healthcare, and Automotive brands like Canon India, IDFC FIRST Bank, Zydus Healthcare, Medanta, House of Angadi, Anita Dongre, Timex Watches, Bajaj Finserv, Kajaria Tiles, Merino Laminates, Haldiram's, BluSmart, Adani Airports, JSW Steel, Sterlite Technologies, and more.
- Created social media posts for Tata Trusts observance days, regular cadence and NYT-style comics on developmental issues, translating complex topics into engaging visual stories—one post achieved 10,000+ engagements, the highest for Tata Trusts.
- Built and executed personal branding strategies for C-suite executives for Canon India, JM Financial, Modi Enterprises, etc, transforming them into industry thought leaders across LinkedIn, Quora, and major media publications.
- Developed crisis communication frameworks and ORM strategies, proactively managing brand reputation through sentiment analysis, PR deflection, increasing share of voice and crisis response planning for global brands.
- Executed award-winning content marketing campaigns, resulting in major industry recognition:
 - Hero MotoCorp: Spearheaded a content-driven SEO strategy that resulted in an 85% increase in organic traffic and 100+ first-page Google rankings within 8 months.
 - IDFC FIRST Bank: Designed and implemented a targeted Quora content strategy, generating 7 million monthly views and enhancing brand credibility.
 - Blox: Led the content strategy that won the E4M Best Content Marketing Award 2023, showcasing innovative digital storytelling approaches.
- Managed and mentored a diverse team of 25+ writers, editors, and content strategists across geographies, fostering skill development and ensuring consistent, high-quality content output.
- Actively contributed as a writer, crafting thought leadership articles, website content, ad copy, social media posts, and brand storytelling pieces.
- Conducted in-depth training sessions on SEO content, content marketing, and brand storytelling, equipping team members with advanced industry techniques.
- Developed structured editorial workflows and content governance standards, ensuring efficiency, scalability, and brand consistency across all projects.
- Implemented an omnichannel content approach, developing cohesive content strategies across social media, Web 2.0 platforms, YouTube, blogs, email marketing, and brand websites.
- Orchestrated influencer marketing collaborations and digital PR campaigns, amplifying brand reach and fostering key industry partnerships.

Senior Executive - Content

Oct '20 - Jul '22

Technagnate Digital Marketing Agency

Delhi, IN

- Managed end-to-end content operations, overseeing the production and quality control of 3000+ content pieces per month while maintaining a 0% rejection rate.
- Designed data-driven SEO and content marketing strategies, driving higher engagement, improved domain authority, and increased organic traffic for BFSI, FinTech, and Lifestyle brands.
- Specialized in long-form content creation, including whitepapers, reports, and thought leadership articles to establish brand authority in highly competitive sectors.
- Led high-impact content campaigns for brands such as Poonawalla Fincorp, Muthoot Pappachan Group, Clix Capital, OYO Rooms, Godrej, and Lotus Herbals, contributing to increased lead conversions and brand engagement.
- Mentored junior writers and editors, providing feedback and guidance to improve content quality and alignment with marketing goals.
- Wrote and edited a wide range of content, including blog articles, SEO content, social media copy, and marketing collateral.

Previous Experiences

Content Writer, Consultant	Sep '17 - Oct '20
Envigo Digital, Actech Infosystems; Lexicon Consultants, Techmagnate	Delhi, IN
• Developed performance-oriented content strategies, aligning digital storytelling with brand objectives and audience insights. • Crafted high-converting copy for websites, landing pages, email marketing, and social media campaigns, optimizing for engagement and lead generation. • Authored in-depth articles, blogs, and editorial pieces tailored to different industries and target audiences. • Collaborated with cross-functional marketing teams, leveraging data analytics and customer behavior insights to create tailored content experiences.	

CERTIFICATIONS

Strategic Brand Marketing and Communications	Jul '25
MICA - 28 Weeks Online Programme	
Completed rigorous training in brand strategy, positioning, and integrated marketing communications	
• Applied consumer and competitor insights to develop actionable, data-driven frameworks for campaign planning, messaging development, and narrative building that deliver measurable brand equity growth. • Leveraged real-world case studies and simulations on crisis brand communication, centrality-driven marketing, and multi-channel brand equity management to build strategic brand resilience. • Designed and implemented integrated marketing communication plans addressing current market challenges, incorporating cross-functional collaboration and project management principles. • Conducted strategic brand reviews and provided data-backed recommendations for leading Indian and global brands, enhancing stakeholder engagement and trust. • Created comprehensive crisis communication and stakeholder management strategies to protect brand reputation and manage risk effectively. • Enhanced proficiency in omnichannel branding, digital content strategy, and performance measurement using marketing analytics tools to maximize campaign effectiveness and ROI.	

Tools

- **SEO & Analytics:** SEMrush, Google Analytics, Ahrefs, Google Search Console
- **Content & ORM:** Brandwatch, AnswerThePublic, Sprinklr, Canva, ChatGPT
- **Social Media & CMS:** LinkedIn, Twitter, Instagram, Facebook, WordPress
- **Marketing Automation & CRM:** HubSpot, Mailchimp, Sprout Social
- **AI:** Chatgpt, Midjourney, Gemini, Perplexity

EDUCATION

Masters in English Literature	Jan '15 - Jan '17
Jamia Millia Islamia	Delhi, IN
Bachelors with Honours in English Literature	Jan '11 - Jan '14
Delhi University	Delhi, IN
High School	Jan '11
Sacred Heart Convent School, Jamshedpur	Jamshedpur, IN

KEY SKILLS

- Content Strategy & Development
- SEO & Performance-Optimized Content
- Social Media & Executive Branding
- Crisis Communication & Online Reputation Management (ORM)
- Thought Leadership & Digital PR
- Omnichannel Content Marketing
- Storytelling & High-Impact Copywriting
- Editorial Writing & Long-Form Content
- Performance Analytics & Engagement Growth
- Team Leadership, Mentoring & Cross-Functional Collaboration