

Swati Rathore

Content Marketing Strategist · SEO & Content Leader · Digital Content Manager

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PROFESSIONAL SUMMARY

I lead content transformation — helping companies evolve their strategy through every major shift in how people search, discover, and decide. For 8+ years I've turned content into a growth engine: relevant to audiences, discoverable by search, and built to perform across B2B SaaS, D2C, e-commerce, and home services in the US, UK, EU, APAC, and Canada.

I build and lead content teams — aligning creative, design, media, and analytics partners — to ship work that moves the numbers: 32+ brands and 350+ products launched, content engines ranking page one on Google and Bing, and CTR and ROI kept well above benchmark. As an early adopter of Answer Engine Optimization, I shape how brands surface across ChatGPT, Claude, Perplexity, Gemini, and Google's AI Overviews. Search is changing — and I make sure brands get found, cited, and chosen, by algorithms and audiences alike.

CORE COMPETENCIES

Content Marketing Strategy · SEO & AEO Strategy · AI Visibility & LLM Optimization · Editorial Calendar Management
Content Performance Analytics · Brand Storytelling · Keyword Research & On-Page SEO · Off-Page SEO & Link Building
Email Marketing (Nurture / Drip) · Marketing Automation · Social Media Strategy · Paid Search & Google Ads
B2B SaaS & B2C Content · E-commerce Content (A+/EBC) · Customer Journey Mapping · CRO & Landing Page Content
Community Building (Reddit, Quora) · Brand-Building Strategies · Building TCO Calculators · Website Creation
Managing Salesforce & HubSpot · Team Leadership & Mentoring

TOOLS & TECHNOLOGIES

CMS: WordPress, Shopify, Umbraco

Marketing & CRM: HubSpot, Salesforce

Productivity: Microsoft Office, Google Workspace

Analytics & SEO: Google Analytics, Search Console, Keyword Planner, SEMrush

Design & Creative: Adobe Suite, Canva, Powtoon, Balsamiq

AI & AEO: ChatGPT, Claude, Gemini, Perplexity

PROFESSIONAL EXPERIENCE

Senior Analyst — Online Content Management

Apr 2023 – Present

RPM Performance Coatings (RPM International, Fortune 500)

REMOTE · US MARKET

- Lead end-to-end content strategy for B2C coatings products across web, email, social, and sponsored ads in partnership with US marketing leaders, driving measurable gains in organic visibility and engagement.
- Increased brand-wide website CTR by 1.2pp through on-page SEO, improved meta descriptions, and conversion-focused landing-page copy.
- Designed nurture, drip, and stand-alone email campaigns sustaining ~15% CTR; delivered 11% CTR on managed Google Ads campaigns — both well above benchmarks.

- Spearheaded Answer Engine Optimization (AEO), tracking AI visibility across ChatGPT, Perplexity, Gemini, and Google AI Overviews, and built a brand Reddit presence to strengthen citation signals across LLMs.
- Built an interactive grating-selector calculator (sliders + dropdowns) that recommends the best-fit product and converts each completed calculation into a Marketing Engaged Lead (MEL) for sales follow-up.
- Own editorial calendars across Umbraco, Shopify, and WordPress; write and optimize Amazon A+/EBC content and long-form blogs.

Sub Editor

Nov 2021 – Dec 2022

Livspace

APAC · INDIA, SINGAPORE, MALAYSIA

- Managed a regional pool of content writers; ideated story pipelines and approved final content and layouts for blogs and editorial stories.
- Conducted multi-geography keyword research and analyzed performance in Google Analytics and Search Console.
- Partnered with the email team on APAC newsletter flows and set up monthly social calendars for Singapore and Malaysia.
- Edited, proofread, and coached writers on style, structure, and SEO best practices.

Head of Content

Aug 2019 – Sept 2021

ZB Ventures

INDIA

- Built and led a team of 7 — hiring, training, performance reviews, and workflow design across B2B SaaS and e-commerce tracks.
- Headed content for 32 brand launches across beauty, healthcare, household, and IT; managed 25+ social media brand pages.
- Launched 200+ products on Amazon (US) and 150+ on Lazada (Asia); managed 500+ product content requirements across Amazon, Lazada, and Rakuten.
- Architected nurture and drip email campaigns with 7+ touchpoints and 5 variants per stage, aligned to customer-journey maps.
- Produced high-intent SEO content ranking page one on Google and Bing, combining the Skyscraper method with on-page and off-page optimization.

Academic Content Writer

Sept 2017 – Aug 2019

CBI Solutions India

INDIA

- Authored and edited academic content across management, science, architecture, and sociology for UG, PG, and Ph.D. clients in the UAE, Singapore, and London (APA and Harvard standards).
- Cross-trained in SEO blog and creative writing, building the foundation for subsequent marketing roles.

Science & Maths Trainer

Aug 2016 – Mar 2017

Applect Learning Systems

INDIA

- Tutored students up to Class 10 in Science and Mathematics; contributed to sales through consultative parent engagement.

KEY ACHIEVEMENTS

- Lifted brand website CTR by 1.2pp through on-page SEO and conversion-focused content.
- Sustained ~15% email CTR and 11% Google Ads CTR — both well above industry averages.

- Pioneered AEO and AI-visibility strategy, including a Reddit presence to strengthen citation rates across major LLMs.
- Built an interactive grating-selector calculator that generates Marketing Engaged Leads (MELs) for the sales team.
- Led content for 32 brand launches; launched 200+ Amazon and 150+ Lazada products (500+ deliverables).
- Built and scaled a content team of 7, managing 25+ brand pages concurrently.
- Delivered results across US, UK, EU, APAC, and Canada, adapting strategy to each market.

EDUCATION & CERTIFICATIONS

M.Sc. in Biotechnology

University of Rajasthan, India · 2014–2016

B.Sc. in Biotechnology

University of Rajasthan, India · 2011–2014

Communication & Business Skills

IT-ITeS SSC, NASSCOM Foundation