



Shelly Chadha

Marketing Consultant

📍 London, UK

✅ Shelly is **Available to work**

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Work Preference

Location: Open to relocate

Pattern: Open to Part-time work

Employment: Freelance Assignments,
Hourly Consulting

Skills

Copywriting (Advanced)

SEO Copywriting (Advanced)

Search Engine Optimization (SEO) (Ad...

Social Media (Advanced)

WordPress (Advanced)

Editing (Advanced)

Email Analytics (Advanced)

Newsletter Production (Advanced)

Blog Management (Advanced)

Outreach Services (Intermediate)

MailChimp (Advanced)

Google Analytics (Advanced)

Link Building (Advanced)

Keyword Analysis (Advanced)

Content Creation (Intermediate)

Languages

English

About

A self-motivated and seasoned content marketing professional, SEO buff, and social media enthusiast with 4 years experience up my sleeve. Detailed-oriented copywriter and author who has been published in industry-leading publications such as The Drum & Influencer Marketing Hub. Avid storyteller who knows a thing or two about creating highly targeted landing pages, email newsletters, and marketing campaign materials.

BRANDS WORKED WITH

Dojono

Fanbytes

Grabbd

Refinery29

Experience



● EMAIL MARKETING EXECUTIVE

Refinery29 | Mar 2021 - Now

Curating and scheduling of daily newsletters. Analysing and reporting on email performance. Aiding the launch of new email products.



● FREELANCE MARKETING MANAGER

Grabbd | Nov 2021 - Aug 2022

Reviewing and defining the voice for all Grabbd messaging and collaterals. Driving traffic to the Grabbd website through PR outreach and relationship-building. Reviewing and driving social media conversations & strategy. Optimising Grabbd content for SEO.



● CONTENT & SEO MANAGER

Fanbytes | Aug 2019 - Aug 2021

Implementing content & SEO marketing strategies to boost brand visibility. Writing thought-leadership pieces for leading publications such as The Drum & Influencer Marketing Hub. Managing Fanbytes socials & writing copy for paid and organic marketing funnels. Writing & designing two weekly newsletters for 7,000+ subscribers on Mailchimp.



● CONTENT CREATOR & SEO EXECUTIVE

Dojono | Jun 2018 - Jun 2019

Implementing content & SEO marketing strategies to boost brand visibility. Guest posting & outreach duties. Managing and writing briefs for a team of freelance writers. Developing and launching several social media campaigns to drive new followers.

