



Contact

Phone

+919711739971

Email

natasha.contentlife@gmail.com

Address

404, Ivory Towers, South City 1,
Gurugram

Education

2006-2009

BA Hons Journalism

Lady Shri Ram College for Women

Awards

- TOP WOMEN IN CONTENT
APAC 2022 BY CMS ASIA
- 50 MOST INFLUENTIAL
CONTENT MARKETING
PROFESSIONALS 2019, 2021 BY
WORLD MARKETING CONGRESS
- Authored two Amazon-listed
children's books focusing on
change and relationships,
leveraging storytelling to
engage parents and children.

Natasha Puri

AI Content Marketer & Communications Leader

Award-winning content and communications leader with 10+ years of experience in content marketing, thought leadership, and storytelling for B2B and SaaS brands. Proficient in using AI tools, including ChatGPT, Gemini, and Writer, to develop high-quality content. Proven ability to develop high-impact content strategies, scale editorial operations, and drive measurable engagement. Passionate about leveraging technology, data, and creativity to transform marketing narratives for executive audiences.

Experience

Jan 2024 - Present

Uniqode | Remote

Freelance Content Marketer

- Led content refresh initiatives using AI tools like ChatGPT to optimize underperforming content
- Achieved 80% first-page ranking on Google
- Developed scalable content frameworks, including blog outlines, glossaries, and templates, ensuring SEO alignment and audience engagement.

Jan 2024 - Present

The Content Life | Remote

Freelance Communications Consultant

- Created high-impact content for leading B2B SaaS brands such as Zoho, Freshworks, and Atomicwork.
- Partnered with senior executives and co-founders to develop thought leadership pieces, increasing industry visibility and authority.

Feb 2021 - Dec 2023

Pepper Content | Remote

Director Content Marketing

- Led content strategy across blogs, newsletters, and lead-generation guides, ensuring a unified brand voice.
- Drove content-led growth, increasing blog traffic by 1000x through SEO optimization and strategic distribution.
- Built 'Global Marketing Leaders 2023': an SME content website that featured 100+ marketers from across the globe
- Drove content-led growth, increasing blog traffic by 1000x through SEO optimization and strategic distribution.
- Worked closely with marketing, product, and design teams to align content with business goals and user needs.

Apr 2017 - Feb 2021

Juggernaut Books | New Delhi

Head of Marketing

- Spearheaded content marketing campaigns for bestselling authors, successfully launching books that hit Amazon's bestseller charts within a week.
- Orchestrated India's first virtual Lit Fest, #ReadInstead, generating 40,000+ YouTube views and expanding audience reach.
- Led multi-platform content initiatives, growing YouTube subscribers to 8,000+ and Instagram followers to 10,000+.



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Education

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Certifications

Prompt Engineering Generative AI
for Marketing & Advertising
(Coursera Guided Project)

Social Media

[LinkedIn](#)

[Website](#)

[Books](#)

Experience

Feb 2016 - Apr 2017

MakeMyTrip | Gurugram

Deputy Online Marketing

- Developed and executed cross-channel content strategies, increasing website traffic by 10x.
- Managed influencer partnerships, generating over \$30,000 in bookings through targeted campaigns.

Jan 2014 - Jul 2015

Zoho Corp | Noida

Content Consultant

- Played an active role in providing feedback and conducting usability testing for Zoho Social, showcasing collaboration with product teams and a deep understanding of tools and workflows.
- Produced viral blog content on workplace culture, achieving 16.9K views on Medium.
- Developed drip marketing templates for Zoho CRM and collaborated with cross-functional teams to align content with user journeys.

Jul 2010 - Dec 2013

HarperCollins Publishers India | Noida

Copy Editor

- Acquired, edited, proofread about 30 manuscripts
- Assisted Rights Manager with newsletter creation and distribution efforts that helped with six-figure sales to media houses
- Transitioned to online marketing team and managed social media for the brand

2008 (2 months)

Google | Gurugram

Intern

- Worked with the Adwords team and also worked on other Google projects.
- Presented a marketing pitch for Google's new product: Google Apps
- Underwent training for presentation and soft skills

Skills & Tools

- **Content Leadership & Strategy:** SEO-driven content planning, thought leadership, and audience engagement.
- **AI & Digital Innovation:** Implementing AI in content workflows, prompt engineering, and automation.
- **Team Leadership & Development:** Managing and mentoring cross-functional content teams.
- **Data-Driven Insights:** Leveraging analytics and performance tracking for content optimization.
- **Cross-Function Collaboration:** Working with SEO, UX, product, and marketing teams for unified content strategies.