

Contact

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(LinkedIn)

linktr.ee/devanshtrivedi (Portfolio)

Top Skills

Creative Content Creation

Content Administration

Content Creation

Languages

Gujarati (Native or Bilingual)

Marathi (Limited Working)

English (Full Professional)

Hindi (Professional Working)

Certifications

B2B Marketing on LinkedIn

CRM Basics: Unlock Business
Growth through Relationships

EFSET Quick English Check - Score:
Advanced / Proficient (CEFR C1/C2)

Devansh Trivedi

Content Strategy & SEO | Equity Crowdfunding | Building organic
growth engines for alternative investment platforms

India

Summary

As a B2B marketer that started out as a writer, I feel content distribution is as important as content creation, if not more. This vision is at the core of everything I do on a daily basis. On creation, I start with VoC and SERP intent, not a keyword list. Then I build clusters that link back to the pages that actually convert, and write across the funnel: long-form, comparison and alternative pages, case studies, LPs, and lifecycle email. My year has been in regulated fintech, where every claim must pass through strict compliance before it can be published. On distribution, I fix the technical side first, then optimize for citation rather than position, because AI Overviews are quietly taking the clicks. After that it's off-page: backlink gap analysis, HARO and digital PR, guest placements, and partnership outreach. Every pillar gets atomized into LinkedIn, GBP, email, and ad copy. Recent proof, from three months of 0 to 1 SEO at a FINRA-registered equity crowdfunding platform:- Tripling the Domain Ranking, referring domains from under 100 to 277.- Improving site health from low 60s to consistent 95+ with a 100% SEO score in Google Developer Tools- Organic traffic up 51% MoM- Cited in Google's AI Overview alongside SEC.gov Eight years in B2B content, five leading teams. At TechArk I ran content across 60+ accounts in SaaS, healthcare, e-commerce, and professional services. Open to Senior Content Strategist and Content Marketing Manager roles with remote B2B SaaS and fintech teams. If you're building a content function from zero, or restarting one that stalled, let's talk.

Experience

Planet Wealth

Content and Outreach Specialist

November 2025 - Present (10 months)

Owned content and SEO end to end at a FINRA-registered equity crowdfunding platform (Reg CF, Reg A, Reg D), adhering to strict compliance before publication.

- Built the SEO function from zero, tripling the Domain Rating and growing referring domains from under 100 to 277 within three months.
- Grew organic traffic 51% month over month and doubled US ranked keywords over the same period.
- Earned an AI Overview citation for the query "what is reg cf," with our explainer cited alongside SEC.gov.
- Built the keyword architecture across equity crowdfunding clusters and a 40-post content calendar running July 2026 to January 2027.
- Wrote the full content library including long-form blogs, issuer case studies, landing page copy, GBP posts, and VSL scripts.
- Ran acquisition and lifecycle copy across LinkedIn, Meta, and email, including cold sequences for SaaS and F&B ICPs and a client re-engagement program.
- Led off-page link building through HARO, guest placements, and partnership outreach, with monthly SEO/AEO reporting to the leadership.

TechArk | Innovative Digital Solutions

Content Team Lead

July 2023 - November 2025 (2 years 5 months)

Ahmedabad, Gujarat, India

- Lead the content marketing function for 60+ clients across industries including SaaS, Professional Services, E-commerce, and Healthcare, ensuring alignment with their broader digital marketing strategies.
- Own and execute full-funnel content strategies (TOFU, MOFU, BOFU) that drive measurable outcomes — including organic traffic growth, lead generation, and improved conversion rates.
- Spearhead the integration of AI-assisted content systems, enabling scalable content production while maintaining quality and brand voice.

- Collaborate cross-functionally with SEO specialists, designers, developers, and paid media teams to deliver content optimized for both search performance and user experience (UX).
- Implement structured content operations (ContentOps) including editorial planning, process automation, performance reporting, and stakeholder reviews.
- Leverage tools such as GA4, Ahrefs, Semrush, and Surfer SEO to identify content gaps, optimize content performance, and inform editorial decisions.
- Introduced a content gap analysis system (powered by ChatGPT) to assess existing content libraries, surface missed opportunities, and guide strategic topic ideation.
- Manage and mentor a remote team of writers, ensuring continuous improvement through editorial feedback, performance reviews, and knowledge-sharing sessions.

Biztech Consulting & Solutions
Content Marketing Lead
 April 2023 - June 2023 (3 months)
 Ahmedabad, Gujarat, India

OpenXcell (CMMI Level 3)
 2 years 7 months
Content Team Lead
 August 2022 - April 2023 (9 months)
 Ahmedabad, Gujarat, India

- Served as the point of contact between clients and the management, ensuring clear communication and successful project execution.
- Crafted and implemented content strategies, developed weekly/monthly delivery plans, and ensured projects were appropriately staffed.
- Managed workloads, prioritized high-impact projects, and optimized resource allocation to maximize team productivity.
- Provided effective content moderation, editing, and gatekeeping to maintain high standards.

Content Writer
 October 2020 - October 2022 (2 years 1 month)

Ahmedabad, Gujarat, India

- Collaborated with cross-functional teams to produce high-quality content for OpenXcell's website and global publications.
- Contributed to the development and execution of digital marketing activities.

Freelance

Freelance Copywriter

January 2017 - November 2020 (3 years 11 months)

Worked with leading brands from all corners of the country ranging across several domains like Tech, Food & Beverages, FMCG, Medicos, Banking & Finance, FinTech, etc.

Growth Dot Digital

Digital Evangelist

June 2018 - November 2018 (6 months)

Ahmedabad, Gujarat, India

- Developed and executed effective multi-channel strategies to drive higher engagement and sales for clients in various sectors.
- Set up targeted social media campaigns, created fresh copy, and provided design insights.

HiTech iSolutions LLP

Business Development Executive

January 2017 - August 2017 (8 months)

Ahmedabad, Gujarat, India

Uber

Business Development Executive

June 2016 - July 2016 (2 months)

Education

Gandhinagar Institute of Technology

Bachelor of Engineering (B.E.), Information Technology · (2012 - 2016)