



# Dhruvi

## B2B Marketing | SaaS | Product

✉ dhruviwrites@gmail.com    📞 +91 9307006519

📍 Bengaluru, India    🔗 Portfolio    LinkedIn    🇮🇳 Indian

🏳️ She/her

### Profile

I'm Dhruvi, a SaaS marketer who helps product companies and agencies turn ideas into content that drives real growth. I bring 5 years of experience building content that attracts, engages, and converts.

### Experience

**Freelance Content Marketer, Self Employed** 2026  
Bengaluru

- Building scalable SEO and content marketing strategies as part of a Gen Evergreen application, focused on driving long-term organic growth.
- Working as a SaaS writer for an Agentic AI security platform, creating content around AI security, infrastructure, and emerging risks.

**Content Marketer, Synup (SaaS)** 02/2024 – 12/2025  
Bangalore, India

- Covering product-led blogs, In-depth industry guides, lifecycle email sequences, and customer education content
- Collaborating with SEO, Design, and Product teams to align content with brand positioning and business goals
- Stepping narratives for Synup's social media presence and aligning content with current positioning
- Creating tailored content for Clientjoy's agency, SMB, and enterprise users that speaks to their needs and goals
- Actively learning about local SEO, SEO and how to make my content work harder to rank better on SERP
- Helps improve Synup's brand visibility by securing podcast features, getting newsletter placements, and driving better traction on Reddit (5% of the daily lead volume)
- Creating designs for social media copies, internal assets and article banners

**Consulting Writer, Edelman (PR and Communications)** 08/2022 – 01/2023  
Bangalore, India

- Wrote original content for Qualcomm and Snapdragon's digital channels
- Led the writing for India Mobile Congress 2022 and the Qualcomm Design In India Challenge
- Wrote scripts and campaign copy for Snapdragon, Uniazsh Your Dreams
- Contributed to a Manchester United x Snapdragon social media campaign

- Handled online reputation management for the #30daysofSnapdragon challenge

**Senior Account Executive, Content, The Practice (PR and Communications)**

12/2021 – 09/2022  
Bangalore, India

- Wrote SEO first articles for the Ministry of External Affairs, Economic Division
- Created blogs and authored content for Fin-Tech, Ag-Tech, and HealthTech clients
- Ghostwrote authored articles for The Mint and other leading Indian publications
- Curates news roundups for internal and external use
- Rewrote website copy and messaging for Dream India Network

**Content Specialist, Freelance (Self-employed)**

03/2020 – 11/2021  
Mumbai, India

- Worked with early stage startups and global SMEs across AI, gamification, and social media education spaces on end-to-end content strategy and tone of voice
- Built and delivered blogs, emailers, case studies, landing pages, and long-form content for B2B and product-first brands
- Partnered with tech companies globally to create messaging that translates product value into clear, compelling content
- Worked with A-profile celebrity brands to increase their social media visibility through end-to-end communication strategies and extensive branding initiatives

## Education

**MMK College, Bachelor in Computer Applications**  
CGPA 7.25

2017 – 2020

**CHM College, HSC**  
87%

2015

## Skills

- Built tone of voice frameworks and brand messaging that aligns with both positioning and audience
- Developed and executed end-to-end content plans across channels and formats
- Handled proactive and reactive ORM for large scale campaigns and daily brand presence
- Used narrative thinking to bring product stories, customer journeys, and brand moments to life
- Helps founders, creators, and public-facing professionals define and screen their digital presence
- Created campaign tailored audience behavior, rooted in purpose, and made to convert
- Blended storytelling and clarity to craft content that's both compelling and easy to digest
- Built brand stories from the ground up to communicate value, build trust, and connect meaningfully

## Languages

### **Hindi**

Proficient speaker

### **Marathi**

Native speaker

### **Sindhi**

Proficient speaker

### **English**

Proficient speaker

## Contact

dhruviwrites@gmail.com, <https://www.linkedin.com/in/dhruvilalchandani>