

Saloni Shende

Nagpur Maharashtra 440017
+91-9561316776
salonishende079@gmail.com

PROFESSIONAL SUMMARY

with 1.5+ years of hands-on experience in digital content creation, with a strong focus on AI tools, SEO writing, and publishing. Authored 1000+ in-depth articles specifically on AI tools and contributed content across 50+ different domains including gaming, forex, PR, coupons, and more. Proficient in WordPress and Webflow editing, with experience in end-to-end content publishing and keyword optimization.

LANGUAGES

English:



Advanced

Hindi:



Native

Marathi:



Advanced

WORK HISTORY

Affinco - Digital Marketing Executive

Nagpur, India

09/2023 - 07/2025

- Wrote **1000+ detailed articles on AI tools**, covering reviews, tutorials, comparisons, and guides.
- Created content across **50+ websites/domains**, focusing on **Forex, Gaming, Casinos, Coupons, PR**, and more.
- Specialized in **SEO content writing**, using keyword research, internal linking, and on-page optimization.
- Delivered high-converting affiliate content and coupon-based articles that contributed to a **25-30% sales increase**.
- Created listicles, how-to guides, and technical explainers tailored for different audiences.
- Managed publishing via WordPress and Webflow, including editing, formatting, and uploading articles.
- Designed article visuals and banners using Canva to enhance user engagement.
- Collaborated on content strategy aligned with brand tone and SEO targets.
- Performed detailed market and **competitor analyses** to inform digital marketing strategy.
- Assessed **SEO performance** using Google Analytics to optimise content.

LINKEDIN PROFILE

- [linkedin.com/in/saloni-shende-8675a6227](https://www.linkedin.com/in/saloni-shende-8675a6227)

SKILLS

- SEO Optimization
- Copy Writing
- Blog Management
- Website Analytics
- SEO Content Writing
- Canva Graphic Design
- Keyword Research & On-Page SEO
- Proofreading & Editing
- Affiliate & Tech Content
- Press Releases & Guides
- Content Strategy
- Team Collaboration
- Content Writing
- Lead Generation
- Search Engine Optimisation (SEO)
- Performance analysis
- AHREFS
- Search Engine Marketing (SEM)

EDUCATION

07/2012 - 04/2017

Seventh Days Adventist Higher Secondary School
Nagpur

08/2017 - 06/2019

St Ursula Junior College
Nagpur

08/2022 - 06/2025

Yashvant Rao Open University
Nashik

- Helped increase website traffic by producing high-quality content regularly.
- Created **SEO-friendly web content**, improving search engine rankings.

Affinco - Digital Marketing Intern

Nagpur, India

09/2023 - 11/2023

- Wrote and edited blog content including listicles, tool reviews, and guides.
- Created social media creatives, carousels, and basic reel covers using Canva.
- Managed content uploading and formatting in WordPress.
- Assisted in social media content planning and post scheduling.
- Gained hands-on experience in SEO basics, keyword insertion, and readability.
- Worked closely with senior marketers and content leads to learn strategy execution.