

# SAHIL KAZI

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9356194212 | [SAHILKAZI11@OUTLOOK.COM](mailto:SAHILKAZI11@OUTLOOK.COM) | [Work Portfolio](#)

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Creative spirit with a passion for writing. Feels right at home collaborating with the marketing team to create engaging, conversion-driven content and having fun doing it.

## Skills & abilities

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Adept at writing SaaS copy that boosts conversions, blending creative storytelling with SEO and data insights to drive user engagement.

## Experience

### ZENWORK

#### SaaS Copywriter | Jul 2024 - May 2026

- Contributed to content supporting 2.5 M+ organic visits across Zenwork's SaaS platforms.
- Wrote 250+ content pieces, including thought leadership and SEO-driven blogs, e-books, and white papers for demand generation.
- Improved product discovery and onboarding through feature-led and UX-focused copy.
- Collaborated cross-functionally on go-to-market and product marketing initiatives.

### HYPRONLINE PVT LMTD

#### Lead Copywriter | Feb 2024 - Jun 2024

- Led copy for 15+ brand campaigns across websites, ads, and social media.
- Improved engagement and conversion rates through clearer brand positioning.
- Built scalable messaging frameworks used across multiple channels.

### INNOCOM VENTURES PVT. LMTD

#### Creative Copywriter | Sep 2023 - Jan 2024

- Delivered website and social media copy for 10+ hospitality and business brands.
- Created sales and onboarding content supporting lead generation efforts.

### QUOTIENT COMMUNICATION

#### Copywriter | Apr 2023 - Sep 2023

- Produced SEO blogs, emailers, and campaign assets for national FMCG brands.
- Supported campaigns for Coca-Cola, McCain, and Reynolds across digital channels.

### PIXIUAI LLP

#### Copywriter and Media Engagement Manager | Jul 2021 - Jan 2023

- Wrote UX, website, PPC, and social copy for a SaaS startup.
- Grew social channels to 6,000+ followers through engagement-led content.

- Drove 1,000+ daily website visits with a 2.5% CTR.

## OPEN DG

### Part-time Content Writer| Jul 2021 – Jan 2023

- Produced 500–1000-word SEO articles daily across multiple niches.
- Worked with SEO teams to improve rankings and content retention.

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## Education

### MIT ADT UNIVERSITY

#### Pune | BAJMC & Specialization in Advertising

Earned a 6.0 GPA and completed relevant coursework in journalism and mass communication with coursework in filmmaking, media, and digital content.

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## Certifications

Google Ads (Display, Video, Measurement, Shopping), HubSpot Content Marketing, HubSpot Social Media, Reuters Digital Journalism, Coursera Brand Management, Graphic Design, Advertising, and Society

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## Technical Skills

Adobe Photoshop (Intermediate level), Canva and InDesign (Professional level), Google Analytics, WordPress, Google AdWords, Mailchimp

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## Volunteering Work

Ankahi (2019) – Event management and organization for LGBTQ+ community on social justice

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