

DHARSHINI MURUGANANDAM

☎ +91-6374139133 ✉ knmdharshini@gmail.com [in linkedin](#)

Summary

Results-focused Content Strategist with strong experience in B2B content strategy and technical product support. I have a proven track record of turning complex regulatory topics into clear, effective digital assets. This includes video, web content, and long-form copy. I'm skilled in owning campaigns from start to finish. This spans SEMrush-backed research, scriptwriting, creative production, and performance analytics.

Skills

Marketing & Strategy: SEO (Keyword Research, Intent Mapping), Content Strategy, Copywriting, Market Research, Understanding ICPs and curating content for them.

Tools & Design: SEMrush, YouTube Studio, MS Excel/Google Sheets, Canva, Figma(Basic), Sanity CMS.

Soft Skills & Attributes: Collaborative Mindset (Team Player), Attention to Detail, Creative Problem Solving, Quick Learner, Adaptability to Feedback, Time Management.

Work Experience

Content Strategist

Feb 2025 – Till Date

Compliance – *Compliance is a top-tier GRC platform for enterprises and provides seamless global e-invoicing integration.*

- Spearheaded end-to-end creative campaigns on YouTube and LinkedIn by identifying and addressing specific ICP pain points through targeted research and simplified complex regulatory frameworks into clear, persuasive narratives to enhance brand authority.
- Crafted SEO-optimized website content and landing pages; conducted keyword research and competitor analysis using SEMrush to improve organic search visibility and drive relevant traffic.
- Developed a buyer journey framework to classify leads and implemented a strategy to segment users downloading informational booklets from those demonstrating commercial intent for the Compliance product.
- Scripted, shot, and produced educational YouTube videos and technical product walkthroughs, translating complex regulatory topics into engaging digital content for B2B audiences.
- Launched a weekly podcast and implemented a content distribution strategy by repurposing long-form episodes into YouTube Shorts and social clips to maintain consistent audience engagement.
- Authored and published detailed industry booklets, weekly newsletters, managed content uploads and asset organization using Sanity CMS for precise digital delivery.
- Monitored performance metrics using YouTube Studio analytics, analyzed viewer data and retention to refine script pacing and boost click-through rates (CTR).

Certifications

Inbound Marketing Certification

HubSpot Academy

Issued: Jan 2026

Education

B.E. Computer Science Engineering

Anna University-College of Engineering, Guindy

Graduated: 2025

CGPA: 8.36 / 10