

SELVA KUMAR

AI CONTENT STRATEGIST | B2B & SAAS COPYWRITING | FULL-FUNNEL MARKETING

Bangalore | **Linkedin:** <https://www.linkedin.com/in/selva-ai-content-strategist/> | **Phone:** 9590880617 | **Email:** selvakumar11225@gmail.com

SUMMARY

AI-native Content Strategist and Digital Copywriter specializing in B2B, SaaS, FinTech, and enterprise marketing. Proven track record of driving measurable growth, including contributing to 150,000+ customer acquisition, generating 13,000+ enterprise leads, and delivering 171% YoY organic traffic growth through SEO and performance-driven content strategies. Skilled in full-funnel marketing, conversion optimization, and persona-led messaging for technical and executive audiences. Adept at translating complex products into clear, compelling narratives that drive engagement and revenue. Experienced in leveraging generative AI, prompt engineering, and workflow automation (Claude, ChatGPT, n8n, Zapier) to build scalable, high-impact content systems aligned with business goals and performance metrics.

TECHNICAL SKILLS

- Prompt Engineering
- SEO, AEO and GEO
- Performance Marketing & CRO
- Marketing Automation
- n8n, Zapier & AI Workflows
- Google Analytics 4 (GA4), Search Console
- PPC Campaign Management
- Persona-Led Copywriting
- Full-Funnel Content Strategy

PROFESSIONAL EXPERIENCE

Loop Digital

Feb 2024 - Present

Content Strategist | Digital Copywriter

- Lead content strategy and campaign execution for 30+ clients across B2B, SaaS, and FinTech, aligning full-funnel content, paid media, and SEO initiatives with growth and revenue objectives.
- Spearheaded high-conversion ad copy and messaging for a UK InsurTech launch, contributing to 150,000+ customer acquisitions while maintaining a scalable CPA against global competitors.
- Developed persona-driven, multi-channel campaigns for enterprise healthcare (BD Oncology), generating 13,000+ high-value European leads with contract values ranging from £250K to £2M.
- Drove 171% YoY organic traffic growth and 10x increase in search impressions through advanced SEO, AI-optimized content strategies, and performance-focused experimentation using generative AI and automation tools (Claude, ChatGPT, n8n, Zapier).

GetMyUni

Content Marketing Specialist

- Drove 27% organic traffic growth within 8 months for the exam vertical through targeted SEO content strategies, keyword clustering, and SERP-focused optimization.
- Improved rankings for 50+ high-intent keywords within 8 months by executing data-driven keyword research, on-page SEO, and competitor content gap analysis.
- Created and optimized high-volume, user-focused content on exam events, aligning with search intent and enhancing visibility across key educational search queries.
- Managed editorial calendars and executed multi-channel content initiatives, including email marketing and automated communication workflows to improve user engagement and retention.

Stock Wisdom Pvt Ltd

Business Development Executive

Aug 2021 – Nov 2021

EDUCATION

Alliance University

- Bachelor's Degree - BBA
- International Business

Aug 2017 - Mar 2020

INTERPERSONAL SKILLS

- Cross-Functional Collaboration
- Conceptual Thinking
- Adaptability
- Editorial Judgment
- Feedback Integration
- Persona-Driven Thinking
- Equanimity

CERTIFICATIONS & WORKSHOPS

- Generative AI Masterclass
- Google Ads Apps Course from Skillshop
- Google Analytics Course from Skillshop
- Claude 101
- Google Search Console from Skillshop

PUBLISHED CASE STUDIES

- Directed high-converting ad copy strategy for the [Gigasure Travel Insurance Launch](#), capturing 150,000 first-year customers.
- Executed targeted keyword research and content optimization for [The Log Dog SEO Campaign](#), driving a 171% organic session growth.
- Crafted high-value, persona-driven lead generation messaging for the [BD Oncology B2B Campaign](#), securing over 13,000 European healthcare leads.