

Mayank Gupta

6 Years 8 Months Overall Experience

Result-driven professional with 6+ years of experience in publishing, marketing, and sales. Drove operational excellence through leading in - house product development and creating SOPs to boost efficiency. Collaborated with CXOs and business leaders and led high - impact enterprise partnerships. Proven track record of leading cross - functional teams to deliver measurable business results.

Industry

- Content Strategy & Publishing

Functional Areas

- Strategy
- Content Marketing
- Client Management
- Sales

Education

Indian Institute of Management, Indore

Master Of Business Administration

2025-2026

Thapar University, Patiala

Bachelor of Engineering (Electrical Engineering)

2010 - 2014

Certification

Certified Scrum Product Owner (CSPO)

Prioritized backlogs and drove agile delivery cycles

2025

Agentic Ai Foundations Certificate

Built autonomous multi-agent frameworks for AI decision-making

2025

Six Sigma Green Belt

Applied DMAIC to enhance processes and reduce defects.

2025

Accomplishment

Rising Star Award, Text Mercato

Launched first in-house design vertical for a Fortune 500 client, expanding service offerings.

Content Champion, Pepper Content

Improved editorial workflows, boosting client satisfaction by 25% and reducing review cycles by 20%.

ZebraLearn Shark Tank Feature

Part of the Core team to represent ZebraLearn on Shark Tank India, showcasing content-tech innovation to a national audience.

Co-authoring a forthcoming Ivey Publishing

case study on Narayana Health's strategic transformation into a patient-centric model through MedTech adoption and AI/ML

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Experience

ZebraLearn Pvt. Ltd.

10 Months

Head – Submissions & Projects

Jun' 24 - Mar' 25

- Achieved 4× sales growth in five months by leading end-to-end content projects for 20+ books and short books and 7+ courses per month and building manuscripts with CXOs, Directors and Founders, for a predictable content runway, enabling six book releases per month.
- Cut the publishing cycle by 38% and reduced author dependency by consulting on the building of an in-house content-analytics product that evaluated manuscripts on 300+ custom parameters, enabling automated quality checks, better productivity of teams and faster approvals.
- Reduced turnaround time by 33% by improving the in-house product with analytics and SOPs that eliminated handoffs and accelerated approvals.
- Delivered 2 Cr/month in projects by leading a 40+ team of instructional designers and writers and streamlining the content pipeline.
- Drove 5× customer growth by introducing 10+ publishing categories, expanding the addressable markets and unlocking cross-sell opportunities.
- Created 4+ new revenue streams by managing B2B partnerships (e.g. Master's Union, Motilal Oswal) and launching co-branded content.
- Boosted brand visibility by ~52% by leading the execution of the Shark Tank India strategy that positioned the firm as a publishing innovator.
- Shortened review cycles by 33% through the in-house content-analytics platform that improved stakeholder communication and QC visibility.
- Reduced revisions by 28% by piloting a new digital workshop series for authors to improve the content quality and alignment of expectations.
- Built a data-backed editorial roadmap by conducting market and keyword research with SEO tools to prioritize high-value topics.
- Reduced onboarding time and errors by 22% by designing author-onboarding programs and training on platform tools and requirements.

Text Mercato Solutions Pvt. Ltd.

1 Year

Content Manager

Jun' 23 - Jun' 24

- Achieved 18% month-over-month revenue growth by managing SEO-optimized digital content of 20+ enterprise and mid-market clients.
- Drove 20% topline growth via packaged cross-sell/upsell into adjacent offerings (design, long-form, SEO retainers, RPDs), which in turn expanded Average Revenue Per Customer by 9% across key sectors, like BFSI, Retail, E-commerce, Travel & Tourism, Lifestyle, etc.
- Increased organic traffic 23%+ and improved search visibility 15% by building SEO-first content strategies, editorial calendars, etc.
- Created a net-new revenue line by launching the first design vertical; shipped the inaugural project in 30 days and scaled the client base by 1.5X.
- Sustained CSAT of 4.2 (5) and reduced client churn by 36% by instituting SOPs, style guides, QA methods, and proactive stakeholder feedback.
- Drove 22% revenue growth through structured up-sell/cross-sell into adjacent services (design, long-form, SEO retainers, RPDs).
- Lowered fixed costs by 43% through cost benefit analysis and restructuring the teams which improved resource efficiency drastically.
- Led a 20+ people creative team and implemented a unified training and execution program, boosting operational efficiency 30%.

- Improved the content delivery speed by 26% by introducing cross-functional “content sprints” with Marketing, Sales, and Product teams.

Pepper Content

1 Year 1 Month

Content Manager

May' 22 - Jun' 23

- Maintained 18% revenue growth by producing 150+ branded articles daily for websites and apps across clients in tech, automotive etc.
- Increased client satisfaction by 24% by delivering high-quality, on-brand content and instituting QA checklists and editorial playbooks.
- Reduced content review cycles by 20% by designing and implementing structured SOPs with clear guidelines and quality checks for clients
- Raised CSAT to 4.1 (~35%) by leading a team of 10+ writers and editors to deliver high-quality content for the Adani One app.
- Reduced Iteration cycles by 15% by partnering with Marketing, Product, and Brand to align messaging upfront and speeding approvals
- Maintained ≥94% on-time delivery across high-priority tech/comms/auto/edu clients by instituting clear SLAs and daily stand-ups
- Increased team productivity by 20% by launching weekly SEO up-skilling workshops and checklists to raise output without sacrificing quality.

Mayank Investments

2 Years 6 Months

Client Manager – Shares & Securities

Oct' 18 - Apr' 21

- Maintained 12% average annual ROI for 10+ client portfolios by implementing risk-managed allocation and periodic rebalancing.
- Increased decision-making speed by 30% by building automated reporting dashboards (P&L, exposure, rebalance alerts) for clients
- Increased portfolio value by 15% by conducting market research that identified 3 new asset classes and phased exposure within risk bands
- Increased team productivity by 20% through weekly upskilling workshops on equity research, risk control, and tooling (Excel models, screeners)

Schneider Electric

1 Years 3 Months

Sales Engineer

Jan' 14 - Sept' 15

- Closed 1 Cr order & delivered 10 Cr+ projects by accelerating PAC finalization and coordinating end-to-end MV switchgear execution
- Increased product adoption by 18% by partnering with channel teams to design and execute retrofit programs for legacy installations
- Increased inbound inquiries by 10% through competitive market analysis and implementing feature and positioning updates for priority SKUs.