

PRINCE MISHRA

Senior Content Manager | Content Strategy, Digital Communications & AI-Augmented Content
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PROFESSIONAL SUMMARY

Senior Content Manager with 7+ years of experience leading content strategy, editorial operations, and digital communications for large organisations in healthcare and beyond. Proven ability to build and manage end-to-end content workflows — from strategy and planning through writing, editing, SEO optimisation, and performance reporting — across websites, social media, and institutional publications. Experienced in managing cross-functional teams, coordinating with external agencies, and delivering high-quality content at scale under tight deadlines. Increasingly proficient in integrating GenAI tools into content production workflows, including prompt engineering, AI output review, and AI-assisted editorial quality assurance. A self-starter who combines strategic thinking with hands-on execution, and adapts quickly to new domains, audiences, and content formats.

CORE COMPETENCIES

Content Strategy & Operations	SEO & Organic Growth	Digital & Social Media Communications
GenAI Integration & Prompt Engineering	Editorial Governance & Quality Assurance	Content Repository & Knowledge Management
Website Content Management (CMS/WordPress)	Analytics, Reporting & Performance Tracking	Cross-Functional Team & Agency Coordination
Brand Voice & Compliance Standards	Content Calendar & Project Management	MS Office Adobe Creative Suite Canva

PROFESSIONAL EXPERIENCE

Senior Content Manager Apollo Hospitals	Dec 2024 – Present	Hyderabad, India
- Lead content strategy and development for Apollo Hospitals' digital platforms, managing end-to-end content operations across the website, health library, and social media channels. - Create SEO-optimised long-form articles, blogs, and web pages across 10+ medical specialties, integrating ICMR data, clinical inputs, and India-specific health context to build topical authority and drive organic traffic. - Collaborate with SEO, UX, and design teams to plan content architecture and page layouts that maximise engagement and search visibility. - Manage cross-functional content requests from clinical, marketing, and administrative teams, delivering brochures, FAQs, social media copies, PR articles, and campaign materials. - Coordinate with external agencies for content delegation, briefing, and progress tracking; develop monthly content calendars and produce performance reports covering traffic trends, keyword rankings, and content ROI for senior management. - Leverage GenAI tools and prompt engineering to accelerate content production, improve consistency, and support editorial quality review across the team. - Maintain a structured content repository with version control and archival standards to support scalable, reusable content operations.		
Deputy Manager, Content Manipal Hospitals	Jul 2022 – Dec 2024	India
- Developed and executed content marketing strategies to grow Manipal Hospitals' organic search presence, collaborating with the marketing manager to build content calendars and editorial plans for the team. - Managed end-to-end digital content lifecycle — writing, editing, proofreading, SEO optimisation, and publishing — across the hospital network's web properties. - Coordinated with clinical specialists and marketing stakeholders to produce accurate, audience-appropriate content for patient-facing platforms and institutional communications.		

- Maintained and updated the internal content library and FAQ database, establishing version control and archival processes to support consistent, scalable output.
- Tracked content performance using Google Analytics, Google Search Console, and SEMrush, translating data into actionable improvements for strategy and editorial direction.

Content Writer & Editor | *Embibe (Ed-Tech)*

Sep 2020 – Jul 2022 India

- Drove organic growth through high-quality long-form content and on-page SEO, contributing to significant improvements in search rankings and website traffic.
- Wrote, edited, and proofread articles across science, health, and education verticals, maintaining strict quality benchmarks and editorial standards.
- Coordinated with cross-functional teams to source information, validate accuracy, and maintain a structured content library for ongoing reuse.

SEO Content Writer | *Yescom India Softech (RailRestro / RailMitra)*

Jan 2020 – Sep 2020 India

- Produced SEO-optimised content across e-commerce, food, travel, and Indian railways verticals, improving search rankings and establishing the brand as a credible voice in its niche.
- Applied keyword research, on-page SEO, and content structuring techniques to consistently rank content in competitive SERPs.

Content Writer | *TradeIndia (via 3SPL Agency)*

Mar 2018 – Dec 2019 India

- Wrote product descriptions and marketing copy for TradeIndia's B2B product catalogues, developing skills in persuasive, audience-specific content under structured editorial guidelines.

EDUCATION

MBA, Marketing — Indira Gandhi National Open University (IGNOU)

2023 – 2025

B.Tech, Information Technology — Rajasthan Technical University

2013 – 2017

CERTIFICATIONS

HubSpot Content Marketing
Google Analytics & Google Ads
Google UX Design Certificate

HubSpot SEO I & II
SEMrush SEO Toolkit
Digital Marketing & E-Commerce — Google

TOOLS & PLATFORMS

WordPress | Google Analytics | Google Search Console | SEMrush | Ahrefs | HubSpot CMS | Adobe Creative Suite | Canva | MS Office (Word, Excel, PowerPoint, SharePoint) | RoboHelp | GenAI tools (ChatGPT, Claude, Gemini)