SRIPAD KILIKAR

Content and Creative Strategist

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SUMMARY

Content and creative strategist with 13+ years of experience across editorial, social media, and SEO. Authored and edited 25,000+ articles; grew social accounts from scratch to 750,000+ followers; managed freelance writer pools, content calendars, and growth-focused content.

EXPERIENCE

2019 - Present | Freelance

- Published 25,000+ articles for Dream11, FanCode, Sportskeeda, WSN, Read Network, PFSN & more.
- **Wrote SEO-focused articles, developed iGaming content strategies, and built personal brands.**
- Grew TheSportzine's social following to 50K+ within a year; built a website and ranked for keywords.
- **Built tools and a dashboard to keep track of website traffic and social media using AI agents.**
- Developed social content for ZEE's Unite8Sports with mktgstack for the 2026 FIFA World Cup, covering all 104 matches. Managed content from planning through design and publishing.
- **Wrote video and long-form scripts and social content for X and LinkedIn, researched topics, and revised copy based on feedback.**

2016 - 2018 | Content Strategist, Social Media Manager, and Journalist | Sportskeeda

- Led freelance writer pool operations and planned topics using Google Trends and CrowdTangle.
- **Managed all major sports editorial coverage across social media and web, including app and website notifications. Interviewed Alan Shearer, Shay Given, Paul Dickov, and John Barnes.**
- Created monthly social media content calendars to improve engagement and grow followers to over 3 million on the main Facebook page and over 1.5 million on Sportskeeda Football.

2016 | Content and Growth Manager | FindYogi

- Increased organic website traffic by 3000% in three months by working on the company blog and writing articles for other websites. Wrote funnel copy and revised content using performance data.
- **Created tech-related social posts and grew the accounts from scratch.**

2015 | Data and Content Strategist | STYL

- Wrote 100+ SEO-focused articles to build STYL's digital footprint and social media presence.
- **Wrote funnel copy for STYL's CRM and email campaigns and curated app notifications.**
- Analysed performance data, coordinated cross-team delivery, and managed customer feedback.
- **Coordinated data entry between sales executives and the tech team to smooth the process.**
- Researched the salon-booking industry and developed ideas to promote the company.

2013 - 2015 | Content Creator and Strategist | ViralFooty

- Grew three Facebook and Twitter accounts to 750,000+ followers in a year.
- **Built and trained a team of eight after starting solo, teaching them to create content, Photoshop graphics, and post on social media.**

- **Skills**: SEO & Content Optimisation, Social Media Growth, Content Calendar & Planning, Trend Analysis & Engagement, Editorial Management, News Reporting, and iGaming content.
- **Languages**: English, Hindi, Malayalam, Tamil, and Konkani.
- **Certifications**: Google Analytics Certification, Google Data Analytics Certification, HubSpot Content Marketing Certification, SEMrush SEO Fundamentals & more.
- **Tools:** Google Analytics, Google Search Console, SEMrush, Ahrefs, WordPress, ChatGPT, Claude, Meta Business Suite, Photoshop, Canva, ElevenLabs, GitHub, Netlify and AdSense.

Case Studies, Campaign Executions, Writing Samples, and more at falsewinger.com/portfolio