

SALIL SINGH

Experienced strategic editorial analyst and digital marketing specialist with a proven track record of 6+ years in content analysis, moderation, digital marketing, data annotation, and process improvement. Skilled in mentoring teams, optimizing workflows, and captivating audiences through compelling content. Demonstrated expertise in quality assurance, content strategy, trust & safety operations, and web classification.

Online Presence

- <https://www.linkedin.com/in/salil-singh>
- <https://authory.com/SalilSingh>

Skills

- Editorial & Content analysis, Content writing, Editing, Copy editing, Proofreading, End-to-end content production
- Content & URL Filtering, Moderation, Taxonomy, Semantic, Data analysis and SQL
- Technical SEO & Digital marketing, Optimization
- CMS, Trust & safety, Phishing, User-generated content (UGC) moderation
- Data Annotation, Data labeling, Machine Learning training data, NLP annotation, Metadata management
- Project management & Process optimization, KPI tracking, Jira ticketing, Stakeholder communication
- Attention to detail, Domain knowledge, KPI analysis, Critical thinking, RCA, Ground truth, Problem solving

Education

MA in Economics

Gokhale Institute of Politics and Economics, Pune | May 2014

Micro and Macro Economics, Managerial and Production Economics, Research Methodology, Game Theory, Derivatives, SPSS, Statistics, Marketing

Work History

Sr. Editorial Analyst (Team Lead)

Palo Alto Networks Pvt Ltd, Remote | January 2022 - December 2024

- Led a team of editorial analysts handling manual web classification, content filtering, data labeling, and content auditing.
- Led data annotation processes ensuring 98% accuracy and collaborated with customer support & product teams to enhance data quality & LLM accuracy.
- Spearheaded trust & safety initiatives, improving the classification framework reducing the turnaround time by 1 minute per URL, saving 3100 hours daily.
- Conducted training sessions on web page classification, and malicious content detection. Wrote and edited the content of training modules.
- Managed Jira ticketing system, handling customer requests and performing human reviews of team members to ensure precise content classification.

SEO/Content Specialist

Appinventiv Technology, Noida | September 2021 - December 2021

- Conducted SEO audits, content development, and link-building strategies to drive traffic and engagement.
- Managed Content team and helped align Content and Seo efforts with business objectives and improve overall performance.

SEO, Content and Quality Analysis

MoneyWide (MyLoancare), Gurgaon, India | July 2020 - August 2021

- Developed and optimized on-page and off-page SEO strategies, improving organic rankings & traffic growth. Bridged content and SEO departments
- Managed financial content creation, database updates, and online tool categorization. Ranked 4 webpages on the SERP

Lead Content Strategist

9CareerCafe, Saket, New Delhi | January 2020 - June 2020

- Designed and executed a comprehensive content & SEO strategy along with complete editorial responsibilities for the Edtech platform.

Bachelor of Commerce

Eiilm University, Sikkim | June 2012

Contract Law, Company Law, Accounting,
Banking Principles

Tools

Power BI, Virus Total, Data analytics tools
(GA4, Webmaster, Social listening, Page
speed insights, Heatmaps, SEMrush,
Grammarly, Ahrefs, Moz), Generative AI
tools, MS office, Adobe premiere, Marketing
automation tools

Languages

- English
- Hindi

Community Service & Volunteer Work

- Summer course | The Indian Society of International Law (ISIL), 06/01/18
- Performed secondary research for an NGO focused on children with cerebral palsy: Society for Community Development, Training & Research, Aligarh (05-01-14, 06-30-18)

Content Manager

GyanDhan, Saket, New Delhi | April 2019 - November 2019

- Developed B2B content for an NBFC, boosting lead generation through digital marketing.
- Edited financial and educational training modules for international standardized tests, managed & trained editorial teams, moderated webinars & AMA sessions and adherence to SOPs.

Editorial Associate

IndiaManthan Publications and Media Pvt Ltd, New Delhi, India | August 2018 - January 2019

Managed editorial content development, wrote advertorials, conducted interviews with business leaders, entrepreneurs and enhanced publication standards.

Achievements And Awards

- Organized the college sports fest while implementing an experimental framework to ensure equal opportunity and outcome.
- Represented the university in table tennis and badminton tournaments, contributing to the university's sports achievements.
- Featured for a profile as a '[Path Breaker](#)' on The Interview Portal, achieving high visibility and SERP results while competing with high Domain Authority (DA) websites.