

Seyed Marvan MK

Content Strategist & Operations Manager

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SUMMARY

Content strategist and operations manager with 5+ years across content strategy, executive communications and social media. I built and led the content operation behind a B2B fintech CEO's brand: 20+ ghostwritten articles in Forbes and Entrepreneur, a full multi-platform social presence, and the systems that keep it consistent at volume. I own both the editorial judgment and the tooling that scales it.

EXPERIENCE

Zil Money · B2B fintech

Assistant Marketing Manager (Jan 2026 - present) · Senior Content Writer (2025 - 2026) · Junior Content Writer (2024 - 2025)

- Led a cross-functional team of 13 (writers, SEO, design, digital marketing) across Zil Money, OnlineCheckWriter and Zil Remit, including a dedicated six-person media team behind the CEO's brand.
- Ghostwrote 20+ thought-leadership articles for the CEO in Forbes Business Council and Entrepreneur, on fintech, B2B payments, leadership and AI.
- Ran the CEO's social presence across LinkedIn, X, Instagram and Facebook, plus press and earned-media placements that reinforced one consistent story.
- Built the content-operations systems underneath: a brand-monitoring dashboard, a multi-reviewer pipeline and a publish-readiness gate. Cut review time from 92s to 41s per draft at no added cost.
- Co-produced a video campaign with 100,000+ combined views on Facebook and Instagram.

Infig Content Hub

Content Editor / Content Writer (2021 - 2024)

- Produced SEO content across web, social, company profiles and video scripts for an international client base, including Desert Safari Dubai.
- Edited and quality-reviewed junior writers' work and mentored on tone and standards; handled Malayalam-to-English translation.

Asian Study Centre

Online Coordinator (2020)

- Client onboarding and support; ran social channels to grow engagement and brand awareness.

SELECTED PUBLICATIONS (GHOSTWRITTEN)

Forbes: Beyond Traditional Banks: Lessons From Peer-To-Peer Lending · Stop Outsourcing Authenticity: The Case For Building Your Own Media Team · How B2B Leaders Can Prepare For Agentic Payments

Entrepreneur: Is AI Worth the Layoffs? Inside a CEO's Ethical Nightmare · Authenticity Is the Latest Business Buzzword. Full list at seyedmarvan.com/writing

SKILLS & LANGUAGES

Content strategy · Executive ghostwriting · Editorial operations · Social media management · SEO · Team leadership · AI-assisted production · Brand-voice systems

Languages: English (professional), Malayalam (native).