

Pranoti Panchwagh-Kale

CONTENT MARKETER | INSTRUCTIONAL DESIGNER | B2B SAAS PRODUCT CONTENT DEVELOPER

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PROFILE

Instructional design practitioner and content professional with 10+ years of experience creating content marketing and enablement resources, technical guides, product documentation, and educational blogs for B2B SaaS, WordPress, and eLearning audiences. Designed and delivered internal WordPress training and workshops for aspiring content marketers, mentored writers through one-on-one sessions, and wrote extensively on LearnDash and LMS topics. Certified in instructional design by KPMG (Grade A), with hands-on work in ADDIE, Bloom's Taxonomy, storyboarding, and course design documents, and currently pursuing a Master's in Curriculum & Instruction (Learning Design & Technology) at Purdue University. Now seeking a role as an instructional designer to apply my content writing and design experience and create eLearning resources that are optimized for learner engagement and retention.

SELECTED HIGHLIGHTS

- Designed and led two content writing workshops for 30+ aspiring content marketers who wanted to enter the field.
- Trained five employees on WordPress, which led to fewer revision rounds and a better understanding of content requirements.
- Managed six direct reports and mentored three writers through one-on-one sessions.
- Developed assessments and learning content for students in grades 8 to 10 through the Tribal Mensa Nurturing Program.
- Designed a 60-minute, six-topic eLearning module with a full storyboard and a Bloom's-aligned course design document as part of my capstone project for KPMG's instructional design certification.

INSTRUCTIONAL DESIGN PROJECTS

The Psychology of Smoking | eLearning Module | KPMG Instructional Design Capstone | [View project](#)

- Designed a 60-minute, six-topic eLearning module for young adults on the physical, psychological, and social factors behind nicotine use and quitting.
- Wrote a detailed course design document that maps a terminal objective and six topic-level objectives to Bloom's Taxonomy, with content scope, interactivities, assessments, and timing planned for every screen.
- Chose interactions to suit each topic's content, including click-to-reveal, tabbed interactions, step-by-step sequences, flip cards, and accordions.
- Created formative knowledge checks using multiple choice, matching, sequencing, and scenario-based questions, plus a graded summative assessment aligned to the Analyse-level objective with a 70% pass mark.
- Storyboarded the full module in PowerPoint, including a support hub with helpline and counselling resources for learners.

PROFESSIONAL EXPERIENCE

Senior Content Writer

Jan 2023 to Apr 2026

Ellipsis® Marketing LTD | SEO/GEO Content Agency

- Managed six direct reports and mentored three writers through one-on-one sessions, structured training, peer learning, and quality reviews.
- Served as chief peer reviewer for six months, reviewing up to 150 articles/month for factual accuracy, clarity, and adherence to client editorial standards.
- Developed AI-assisted content guidelines, editorial style standards, and internal tutorials on the responsible use of tools like Claude, ChatGPT, and Perplexity.
- Created product guides and technical content explaining AI, automation, and WordPress products to technical and business audiences.
- Produced an article that reached #1 in search results within 17 days of publication.

Co-Founder & Head of Content

Sep 2021 to Jan 2023

WordBrewers LLP | Content Marketing Agency

- Organized and led two voluntary content writing workshops for 30+ aspiring content marketers who wanted to enter the field.
- Designed and delivered internal WordPress training for five employees, which reduced revision rounds and improved the team's understanding of content requirements.
- Created onboarding documentation and learning resources, including live webinars, to help new writers ramp up faster.
- Led a team of five writers and built the company's editorial style guide and governance framework.
- Owned client relationships and translated business requirements into content plans aligned with client goals.

Assistant Content Manager

Feb 2016 to Sep 2021

WisdmLabs | WordPress Services

- Wrote extensively on LearnDash and LMS-related topics, including technical guides and product content for the company's eLearning products.
- Ghostwrote articles for the company's founder that were published on eLearning Industry.
- Wrote technical guides, product documentation, and developer-focused content that turned complex WordPress product functionality into clear, actionable resources for technical and non-technical users.
- Created FAQs, one-pagers, and product documentation to support customers and sales conversations.
- Scaled a plugin marketplace website from 0 to 5,000 visitors within three months through content strategy, editorial execution, and team leadership.
- Led content for product launches including Product Enquiry Pro, eLumine, and Custom Product Boxes, covering launch messaging, landing pages, and email sequences.

Content Writer (Freelance)

Jun 2015 to Aug 2020

Multi-Industry

- Created B2B and B2C content, including blogs, whitepapers, emails, and website copy, for 100+ clients across multiple industries.
- Wrote technical product demonstration scripts for SHM Group, explaining complex shipbuilding and repair capabilities for buyers.

VOLUNTEER EXPERIENCE

Assessment & Content Developer | Tribal Mensa Nurturing Program

- Developed assessments and learning content for students in grades 8 to 10, based on the program's defined curricula.

SKILLS & TOOLS

Instructional Design: ADDIE | Bloom's Taxonomy | Learning Objectives | Storyboarding | Course Design Documents | Formative & Summative Assessment | Scenario-Based Questions | Training & Onboarding | Mentoring

Authoring & Design Tools: Articulate Rise 360 | Articulate Storyline 360 | PowerPoint | Canva | Miro

Content: Technical Writing | Product Documentation | Video Scripts | Editorial Standards | Content Review & QA | SEO

AI & Platforms: Claude | ChatGPT | Gemini | Perplexity | WordPress | Google Workspace | Asana | Trello

EDUCATION & PROFESSIONAL DEVELOPMENT

- Master's in Curriculum & Instruction, Learning Design & Technology concentration | Purdue University | 2026 to 2028 | Pursuing
- Certified Instructional Design Practitioner's Course (85 hours) | KPMG Consulting, India | Jun 2026 | Grade A
- Professional Certificate Programme in AI-Powered Digital Marketing for Performance & Growth | IIM Kozhikode | 2026 | Pursuing
- Bachelor of Arts, English | Savitribai Phule Pune University | 2018 to 2020 | First Class
- Bachelor of Engineering, Mechanical | VIIT, Pune | Savitribai Phule Pune University | 2011 to 2015 | First Class with Distinction

ADDITIONAL

- Translated three books on the principles of Bharatanatyam from Marathi to English, used for undergraduate and postgraduate coursework.
- Wrote scripts for and produced 20+ videos for Khayaal, an independent artistic YouTube channel.
- Published TIFR-sponsored research on mechanical drives for parabolic antennas.