Gaurav Tiwari

Content Marketer, SEO, Developer & Designer

About

My name is Gaurav Tiwari, and I am a content marketer, SEO, developer & designer from New Delhi, India. Code and content are the media through which I express myself, and I have converted these into passion & livelihood.

I design engaging products, create excellent content and build conversion-first tools for brands, businesses and bloggers. I currently work as the team lead for Gatilab – an indie marketing agency focused on conversion and quality.

I'm currently working on some freelance projects for my clients, which are due at the end of next month. Look no further if you need someone to work with your brand and help it scale to new heights. I am an all-in-one solution for all business-related needs.

I offer a range of services for niche brands, which include:

1. Web Development

2. Graphic Design

3. Branding

4. Content Marketing

5. Blog Writing and Editing

6. Search Engine Optimization

7. WordPress Development

8. Website Performance

9. User Interface Design

10. Conversion Rate Optimization

You can learn more about my services here.

From solopreneurs to brands and beyond, I have worked with 700+ clients in the last 14 years of my career, and the revenues and client testimonials prove how well I do. Above all, 3/4th of my clients returned with another project when I finished the first ones.

I understand that to be competitive in the modern business world; you must have a performance mindset. And that is where I help. I design conversion first plans, templates, websites and tools to help you eliminate technical debt and grow faster than ever before.

If you choose to offer me a project, I promise to give your business the fullest of my attention and to work on it as if it were one of my own.

So, what are you waiting for? Let's have a coffee or chai together.

Biography

Name	Gaurav Tiwari

From	Delhi, India
Pronouns	He/Him
Nationality	Indian

Work

Team Lead at Gatilab

January 2018 – Present

- Worked on building websites, content and marketing plans for clients.

- Recorded 104% growth in revenue per year on average.

- Dealt with nearly 400 clients in the last 4 years.

Graphic Designer at Ministry of Agriculture & Farmers Welfare

September 2016 – January 2018

- Created graphic assets for the ministry and the minister himself

- Created social media campaigns for the ministry and its schemes

- Also designed various logos, print materials, books and brochures that reached over 300 million in India.

- Worked extensively on Soil Health Card, Swachchta Se Satyagrah Tak, Mahatma Gandhi's Centenary in Champaran Satyagrah, World Soil Day, 3 Saal Bemisaal etc.

- Handled national-level live questionnaires for the ministry from farmers and experts across the country.

- Prepared several reports and worked as a consultant on some projects' content material.

- Set a pattern of high-converting social media infographics that are now being followed by various other ministries as well.

Consulting Graphic & [Web Designer](#) for Shri Sushil Kumar Modi

November 2015- January 2018

- Continued working with Shri Sushil Kumar Modi (see below) on a consultant basis.

- Offered high-converting social media infographics with due permission of the current employer.

Graphic & Web Designer, Social Media Manager for Shri Sushil Kumar Modi

March 2015 – November 2015

- Beaten Nitish Kumar, recumbent Bihar CM's online election campaign on a budget with higher reach and more fan following.

- Organically reached out to 1.6 million people in Bihar state and created a better image of the client for the upcoming election.

Educational Content Creator & Editor at Merit Coaching Academy, Gorakhpur

July 2014 – February 2015

Freelance Content Writer & Designer

2009-2014

- [See all clients](#)

Elsewhere

- [Blog](#)

- [Github](#)

- [Pinterest](#)

- [Facebook](#)

- [WordPress.org](#)

Bragging Rights

- I have helped over 670+ clients in the last 12 years, with approximate value addition of $29 million in revenue. 97% completed projects and the same 5-star ratings.

- My open-source work is now **used by 3500+ brands online** and has been downloaded by **over 15000 times** till August 2022.

- Made $620,000 in affiliate income by promoting various brands, including Amazon, Lenovo, Dell, SEMrush, NordVPN, Elementor, Paperhelp, WP Rocket and more. These brands have raked over **$8 million in revenue** thanks to our affiliate partnerships.

Top Skills

- Webperf

- Conversion-first designs

- Graphic design and branding

- Content writing and copywriting

- Almost all sorts of SEO techniques

- Conversion rate optimization

- WordPress

Apps & Tools

- **Vector Design Apps**

  - Adobe Illustrator

  - Affinity Designer

  - Vectornator

- **Printing and Publishing Apps**

  - Adobe InDesign

- Apple Pages

- Adobe Illustrator

- Affinity Designer

- **Photo Editing & Raster Graphic Design Apps**

  - Adobe Photoshop

  - Affinity Photo

- **UI & UX Design Apps**

  - Adobe Photoshop

  - Sketch

  - Figma

  - InVision

  - Adobe XD

- See other tools that I use

Programming Languages

- Exceptionally well in PHP, Vanilla JavaScript, CSS and HTML.

- Knows specialized things like Git, SVN, LaTeX, phpMyAdmin, regex and stuff.

- Good enough in SQL and jQuery.

Publications

- Easy Affiliate Marketing Guide for Beginners, 2022

- Keyword research for beginners, 2022

- Email Marketing for Beginners: How to Build Your First Email List?, 2022

- 8-Step Attraction Marketing Plan to Fuel Your Business Growth, 2021

- How to Become a Good Student After Being a Bully?, 2018

- Solving Integral Equations: Interactive Way, 2014

- On Ramanujan's Nested Radicals, 2012

- Analysis of Meteorological Data of a Weather Station and its Statistical Aspects, 2012

- Set Theory, Functions and Real Numbers, 2012

Education & Learning

- M. Sc. (Mathematics) – 2015

- B. Sc. (Math, Physics, Chemistry) – 2013

- Course in Computer Concepts – 2021

- Diploma in Graphics Design – 2010

- Course in Advanced SEO Techniques – 2009

- Course in Introductory SEO – 2008

- Mini-courses:

  - [Writing With Flair: How To Become An Exceptional Writer](#)

  - [Alan Sharpe's 30-hr Copywriting Masterclass & Coaching](#)

  - Illustrator 2022 MasterClass

  - Lead Generation course by the School of Growth Hacking

Learning Achievements

- #1 rank holder in secondary schools & Graduation.

- INSPIRE-SHE Scholarship for 2009-2014.

- Math Olympiad participant.

- AIEEE Rank #6184 in 2009

- Three times inter-school GK competition winner 2005, 2006, and 2007.

- NSS Volunteer.

What's next?

My current focus is to create evergreen content that earns me recurring passive revenue. Additionally, I am creating content and tools targeting specialized audiences.

Let's connect even if you aren't looking to hire me. A great way to get my attention is to follow me and engage with me on Twitter. I can also be reached out via email (gaurav@gauravtiwari.org) and from my contact form.

There is still a lot more that you can explore. I have published over 1150 articles on my blog, created 30+ templates (that I offer my newsletter subscribers only) and written over 100 code snippets that open-source enthusiasts and developers use.

Contact Details

- Use +919565804301 to call, iMessage, FaceTime or WhatsApp me during the daytime.

- Reach me on Skype, Twitter, Facebook and LinkedIn using the username wpgaurav.

- Email me on gaurav@gauravtiwari.org or gaurav@gatilab.com