

Brand and Marketing Content Evangelist

- Marketing Communication • Corporate Content Strategy
- Analytics • Content Design & Development •

Highly-skilled in delivering Innovative, Go-To-Market, Social & Digital Media, Brand Revitalizing Corporate Content and Market Communication Strategies that effectively communicate brand's differentiators, builds consumer preference, delivers top-line & bottom-line impact and enhances revenue & profitability

Meticulous, Focused Content Developer, Researcher & Manager: offering 6+ years of rich experience in leading the design and development of highly-relevant, error-free, original, and unique content conveying the benefits of company's' products/services and garnering consumer interest. Expertise in blending sharp intellect, creative writing skills to make content easy to understand, engaging and informative for the target audience. Successfully led end-to-end content management for Training Modules, Website Listings, Landing Pages, Blogs, Infographics, E-Mailers, FAQs, Social Media - LinkedIn, FB, Newsletters, aimed at building a positive corporate image and strengthening brand equity.

Marketing Communication Strategist: Championed highly-successful work on brand recall and delivered significant impact. Capabilities in utilizing new age communication, SEO and Keyword strategies for increased online traffic, rankings, customer engagements and tracked market metrics, as per defined specifications and quality guidelines.

Results-Driven Team Leader; Proven talent in supporting all aspects of operations from strategy planning, market/competitor analysis, team leadership to MIS reporting and achieving desired results in a rapidly changing corporate environment. Overcame complex challenges using experience-backed judgment, strong analytical & problem-solving skills.

- Content Strategy & Development
- End-To-End Content Management
- Marketing Communication
- Digital & Social Media Marketing
- SEO Optimization - Website, Blogs
- Market / Competitor Analysis
- Brand Building and Awareness
- Performance Management (KPIs)
- Operational Support / SLAs / TAT
- Analytics / Metrics Tracking
- Customer Relationship Management
- Team Leadership & Trainings



CAREER CONTOUR

Athena Global Education, Pune || Product Communication Specialist

January 2023 – May 2023

Highlights:

- Driving Strategic Brand Communication for UniAthena with deep Product Positioning Research, User Persona Analysis, Competitive Analysis, and developing Marketing Pitch Strategies for effective Learner Lead Funnel development.
- Conducting Market Research for richer product intelligence and delivering innovative promotional Branding Videos for the entire product portfolio.
- Implementing Communication Strategy across Channels like Social Media Platforms and Websites (Self and External). Developing Press Releases and Promotional Emailers for the brand.
- Executing Social Media Strategy with Competitive Insights mapping, developing the Social Media Calendar, ideating Social Media Campaign Concepts, and demonstrating 5X boost in Brand Page Likes along with boosted Impressions, Click-through Rates and Engagement Rates with disruptive Multi-channel Social Media ideations.
- Mapping product performance trends and conducting tests on Creatives and Copies to maximize the Brand's Market Positioning and Recall.
- Ensuring delivery of high-quality, factually correct and relevant SEO Content for Brand Marketing. Delivering Content Assets like Video Scripts, B2C Blogs, Classified Submissions, Forum Submissions, Infographics, Marketing PPTs and PDF Submissions for External Website Publications.

Machintel Eventos Private Limited (Eventually.com), Pune || Content Manager

Oct 2021 – Oct 2022

Highlights:

- Designing and delivering original content and digital marketing initiatives to support strategic business objectives, rapidly improve customer perception, and maximize global market share
- Leading a 4 member strong Content Team for facilitating Monthly EVE Content Assets Building – B2B Event Website Listings, Blogs, Infographics, E-Mailers, FAQs, Social Media
- Evaluating the work of Content Developers on the team and advising them on writing style and best practices Executing revisions/edits throughout the content creation process to ensure that the final product is flawless
- Planning and driving the Content Strategy for EVE Blogs, executing Cluster Mapping, developing EVE Blog QC Checklist, SEO Strategy and Keyword Optimization Implementation

- Formulating the EVE Social Media Strategy via-a-vis Competition Mapping, Social Media Calendar Building, Hashtags Strategy, Weekly Analytics and Review of the team's Social Media Copywriting to ensure Brand Growth
- Analyzing Statistics, conducting market research, assessing Industry and Competitive Trends (US and UK Events Market), Benchmarking and designing the content strategy accordingly
- Providing excellent leadership, training, and direction to achieve given goals, TAT, and team SLAs
- Monitoring team member performance and directing team activities such as work allocation, dispute resolution, and R&R
- Checking consistency & accuracy of all elements within prescribed structural frameworks and templates (layout, icons, sidebars, headings, bullets, page numbering, descriptions, summaries, tags, images, rich content, covers, etc.)

Avenue Supermarts Ltd. (DMart), Mumbai || Assistant Manager – Content Development

May 2021 – Oct 2021

Highlights:

- Collated comprehensive Training related raw data through field visits at DMart Retail Stores, Mumbai, and SME Consultation
- Designed effective Internal Training Modules using PowerPoint for PAN India Instructor Led Trainings
- Efficiently managed end-to-end Content Designing and Development of Internal Training Modules for Store Manager's, HR Officer's job role at DMart, ensuring maximum learning delivery
- Worked on designing content for assimilation / assessment entailing Question Banks, User Manuals related to Cybersecurity Awareness, FSSAI Audit Apps for internal employees of the organization
- Provided guidance and support to L&D Content Team Members in developing 3P Staff Training Modules with respect to Content Strategy, Presentation Skills and Pre-submission Review Points

Metricfox, Champions Group, Bangalore || Freelance Content Writer

Jul 2020 – Feb 2021

Highlights:

- Conceptualised and crafted Website Content, Landing Pages for US and India-based Target Audience, for Champion Group's Global B2B Data Management and Growth Solutions Businesses
- Performed in-depth research and published B2B Case Studies and Analytical Whitepapers on the Website to promote Domain Leadership
- Created customised Promotional Webpage Content for other Business Verticals of the company encompassing Family Office, Luxury Travel, Hospitality and Organic Wellness Foods
- Published Blogs for the organization's Immunity and Wellness Product Brand – Champ.Fit - on the Official Website
- Innovatively ideated, built and designed creative Infographics, Product Catalogues, PowerPoint Presentations, Promotional Booklets and Yearly Calendar for Champ.Fit
- Developed Online Website Product Descriptions to boost Product-specific Sales, drafted Quora Answers for B2B Data Businesses of the Group, as well as wrote PR Notes for the company
- Planned and worked on Social Media Posts spanning the Organization's Brands, that were published on Facebook, LinkedIn, Instagram and Twitter on a daily or weekly basis

Avenue Supermarts Ltd. (DMart), Mumbai || Consultant – Content Development

Mar 2019 – May 2020

Highlights:

- Led and managed complete Content Designing and Development of Internal Training Modules for Assistant Store Manager's job role at DMart entailing:
 - Assessment of Training Needs, Resource Assessment, Determination of Learning Methodologies
 - Framing Content Outlines and assistance in formulating Instructional Plans
 - Instrumental in collating comprehensive training related raw data through field visits within Mumbai (at DMart Retail Stores) and through SME consultation
 - Designed highly-effective Internal Training Modules using PowerPoint for PAN India Instructor Led Trainings

Mool Content Solutions || Junior Partner (Corporate Communications Manager)

Oct 2017 – Dec 2018

Client Site – Vodafone Idea Ltd., Mumbai

Highlights:

- Managed publishing of Monthly 'India Initiatives' updates from Sr. Management to global stakeholders of the company
- Spearheaded the end-to-end collation and content development for the Monthly 'Customer Experience' Newsletter published for PAN India employees' consumption
- Effectively coordinated with PAN India stakeholders for collation and publication of the Company's Best Practices
- Led efforts for maintaining monthly repository of Customer Experience related Best Practices at the organization
- Independently liaised with various functions, at Corporate and Regional Offices PAN India for Monthly Publications

PREVIOUS EXPERIENCE

Workstore.in, Mumbai || Inside Business Development Manager

Jun 2017 – Aug 2017/Mar 2016 – May 2016

(Formerly known as Staples)

- Worked on raw lead scrubbing, lead qualification development, field meeting setting and key accounts management for Workstore's SME and Enterprise Client-led Sales
- Mapped and executed lead record contact frequency and end-to-end closure funnel with the help of Salesforce CRM Software
- Assisted with client product delivery tracking, resolution of complaints and cross-selling for Workstore's range of B2B stationary products like copier paper, printer cartridges and more
- Pitched Workstore's 8000+ office products to organizations for bulk ordering. Successfully managed objection handling, customized solution marketing and met the allocated monthly sales targets for both new and established accounts at Workstore.in

Mool Content Solutions || Junior Partner (Corporate Communications)

Dec 2014 – Dec 2015

Client Site – erstwhile Vodafone India Ltd., Mumbai

- Conceptualized Internal Communication Plans for the Kaizen and TQM philosophy-based 'FAST Forward' function at the Vodafone India Corporate Office
- Managed end-to-end publication of the monthly 'FAST Forward' Newsletter, which circulated news on the newly launched company initiatives. Collated and drafted the monthly articles in consultation with the pan India 23 circle regional offices and domain-wise corporate teams.
- Assisted in collating the Best Practices from Regional Managers. Edited the Best Practices and maintained a repository of the month-wise process optimizations at the regional level. Shared the top Best Practices with pan India internal employees through the 'Fast Forward' Newsletter for replications
- Assisted in driving the 'Fast Forward' R&R Programs within the organization, helped in designing R&R Electronic Direct Mailers for pan India employees and assisted in sending out expertise-wise Certifications to the TQM-training Vodafone employee attendees

EDUCATION & CREDENTIALS

PGDBM - Marketing

Thadomal Shahani Centre for Management, Mumbai

2013 - 2016

Master of Science

Ramnarain Ruia College, University of Mumbai

2007- 2012

Professional Certification:

- The Fundamentals of Digital Marketing - Coursework by Google Digital Garage in 2021

Extracurricular Activities:

- Won 2nd Prize in Photography Competition organized by GN Khalsa College, Mumbai
- Bagged 2nd Prize in Fashion Designing Contest organized at Ramnarain Ruia College's Annual Festival – 'Utsav'

SUMMER INTERNSHIP PROJECT

GlaxoSmithKline Pharmaceuticals Limited, Mumbai || Project Intern

Apr 2014 - Jul 2014

Project Title: Brand Awareness in Emerging Markets using Digital Platforms

Highlights: Analysed the usage of social media platforms in emerging markets and recommended ways in which they could be channelized in order to increase brand awareness of GlaxoSmithKline. Evaluated parameters such as internet and social media usage behaviour, healthcare practices, internet usage behaviour of healthcare professionals and PESTLE in emerging markets - using qualitative and quantitative secondary data. Prepared and presented the final project analysis and recommendations to the company for implementation

IT FORTE

Applications: MS Office (Word, Excel & PowerPoint)

Mail Applications: Outlook

Digital Marketing Tools: Salesforce, Canva

PERSONAL SNIPPETS

Date of Birth: 9th July 1988

Address: 8, Anuj Apartment/ Society, Lane A, Sopan Nagar, Near Shree Gym/ Ganesh Supermarket, Vadgaon Sheri, Pune 411014

Languages Known: English, Hindi and Marathi

References: Available on request