

SUMMARY

Results-driven Marketing Professional with over 1 year of experience executing impactful campaigns and implementing effective communication strategies. Demonstrated success in enhancing brand visibility, elevating conversion rates, and orchestrating successful product launches. Proficient in digital marketing, content creation, and webpage design for our website, with a keen focus on strategic communication to captivate and influence target audiences.

KEY SKILLS

• Marketing Strategy Development & Implementation • Process Optimization • Social Media Campaign • Brand Presence Expansion • SEO & Keyword Optimization • Content Writing • Content Strategy • Digital Marketing • Brand Visibility • Product Promotion • User Engagement • Email Marketing • Organic Search • Report Generation • Webpage Design • Content Design

TECHNICAL SKILLS

• Facebook Ads • Mailchimp • Canva • Instagram Ads • Google Analytics • Twitter • Adobe Photoshop

EDUCATION

BA in English Literature Jun '19 - Jun '22
Stella Maris College Chennai, IN

- Relevant Course Modules:
 - Linguistics
 - Literary Criticism
 - Popular Culture (Socialism)

Humanities ISC Jun '16 - Mar '18
Sophia High School Bangalore, IN

- Relevant Course Modules:
 - Psychology
 - Political Science

KEY MARKETING PROJECTS

Objective: Sustain DPG status to accelerate towards SDG 4 globally | Pratham Books (StoryWeaver)

- **Solution:** Brand Advocacy & Improving User Engagement
- **Achievements:**
 - 35% rise in user engagement
 - 60% rise in readership in books on our website
 - reviewed by Digital Public Goods Alliance (DPGA) as a digital public good in alignment with the Digital Public Goods Standard
 - awarded an Open Education Award 2023 for Excellence in the Open Repository category by Open Education Global

PROFESSIONAL EXPERIENCE

Communication Executive Mar '23 - Present
Pratham Books (StoryWeaver) Bangalore, IN

Marketing Strategy & Implementation

- Writing blogs & designing content marketing & branding strategies in line with our website
- Executing new content **marketing strategies** and improving existing content by updating it
- Implemented strategies to enhance efficiency and quality of the blog writing process

Account Management

- Developing presentations while executing projects involving **quantitative analysis** & industry research
- Aiding in **content writing** for the website, blog, social media, and marketing collateral
- Played a crucial role in crafting user testimonials and case studies, while streamlining and enhancing the creative filing process.

Campaigning & Event Management

- Designing marketing graphics, collateral, postcards, and posters for various campaigns and initiatives
- Coordinating with the **marketing team** to develop new ideas for campaigns to support lead generation efforts and creating **launch plan sheets**
- Rendering assistance with **press release distribution** while managing various digital advertising partnerships

INTERNSHIPS

Content Intern

Aug '22 - Feb '23

Pratham Books

Bangalore, IN

- Gained in-depth knowledge of publishing and editing
- Assisted **marketing specialists** in creating and implementing projects and campaigns

Communications and Outreach

Sep '20 - Nov '20

Millennium Fellowship

Remote

- Coordinated and connected individuals to our goal
- Procure youths for a better understanding of menstrual and sexual health

ADDITIONAL INFORMATION

- **Languages:** English (fluent), Garo (Native) and German (beginner)