

sr3970@nyu.edu

+91 9680028376

Jaipur, Rajasthan, India

Professional Skill

- Microsoft Office Suite
- Adobe Creative Suite (Premiere Pro)
- Content Management Systems (Wordpress, Wix, Squarespace)
- Social Media Management Tools (Hootsuite, Sprinklr)
- Kapwing
- Canva
- Google Analytics
- SEMrush
- CrowdTangle
- SPSS
- Figma
- Sketch
- English, Hindi, Bengali

Certificates

- LinkedIn Content Marketing
- Nonprofit Management Foundations: NASBE
- Social Media For Nonprofits: NASBE
- UX Foundations: Content Strategy

Education

New York University

2015-2019

Bachelors of Science in Journalism & Psychology

Work Experience

Digital Marketing & Communications Manager, Rocket Learning, India

Dec 2022- Present

- Achieved an outstanding 595% growth on Instagram and a substantial 48% growth on LinkedIn through a data-driven social media and paid marketing strategy.
- Launched and managed the "EduInsights" newsletter, boasting an impressive 70% open rate and achieving a 300% increase in the subscriber base.
- Successfully launched "ThursdayTales," an impact series featuring authentic video and audio testimonials, illustrating a strong commitment to genuine storytelling.
- Significantly boosted website traffic, resulting in a 106% increase in site sessions, an 87% surge in unique visitors, and a 4% enhancement in average session duration.
- Played a vital role in promoting physical conferences and online events, enhancing the organization's thought leadership and expanding its reach.
- Collaborated closely with the Communication Lead on various public relations activities, such as lead generation, research, and ghostwriting, contributing to a broader brand presence.
- Led a website redesign project with a focus on SEO optimization, mobile responsiveness, and transitioning to a graphics and video-centric content approach.

Communications & Marketing Manager, CSH, United States

July 2021- Sept 2022

- Authored all email communications for a substantial subscriber base of 35,000+, resulting in a remarkable increase in the average open rate from 15.4% to 23% within just 14 months.
- Strategically executed and planned a comprehensive communications and digital growth strategy, culminating in a notable 32% increase in web traffic over the course of a year.
- Effectively supervised a diverse creative team consisting of communication interns, editors, graphic designers, and external vendors to produce brochures, fact sheets, reports, videos, project profiles, and advertisements.
- Produced, organized, and published engaging video and graphic content across social media channels, leading to an impressive 21% growth in Instagram followers and a substantial 31.8% growth on LinkedIn within a 14-month timeframe.

- Played a key role in creating marketing collateral for various in-person events, conferences, meet-ups, and fundraising initiatives, contributing to a revenue of over \$3,00,000 (Rs. 2,44,23,750).
- Managed the company's WordPress website, including the creation of new web pages, notably a careers page that resulted in a substantial 52.29% increase in unique users and facilitated HR in attracting more qualified candidates.
- Proficiently copy-edited, proofread, and marketed more than 50 research and educational reports, significantly elevating brand awareness and boosting campaign launches.

Communications Associate, PENCIL, United States

April 2020 - July 2021

- Developed and executed a content strategy aimed at expanding PENCIL's corporate audience through the organization's social channels and blog posts, resulting in a notable 77% growth on Instagram and a 25%
- Produced and edited more than 60 videos, featuring interviews with key stakeholders, including students, board members, corporate volunteers, and CSR professionals, to optimize shared media and audience engagement.
- Led the planning, design, content creation, and production of all marketing materials, including newsletters for major online events and fundraisers, contributing to the successful fundraising of over \$1,00,000 (Rs. 81,41,250).
- Created critical reports, including a monthly social media analytics report, an annual organizational report, a quarterly progress report for tracking communication goals, and a weekly content calendar for content planning and scheduling.
- Successfully generated a prospect list comprising over 300 C-level and senior professionals from 250+ U.S. companies, leveraging LinkedIn engagement to identify potential partnerships and opportunities.

News Writer & Social Media Specialist, WPA, United States

Sep 2019 - March 2020

- Successfully built the news department from the ground up by implementing a comprehensive social media, news, and growth strategy. Actively participated in the recruitment process to expand the social media team.
- Authored all website content, including reported articles covering diverse topics such as women and children, health, food & hunger, environment, citizenship, and more, catering to a global audience.
- Researched, wrote, and designed all social media posts and paid advertisements, resulting in significant growth metrics: Website views increased by a remarkable 111%; Instagram engagement grew by 56%; Facebook engagement soared by 126%; Twitter engagement experienced a substantial 43.4% increase.

Editorial Intern, Global Citizen, United States

Jan - Aug 2019

- Produced an extensive range of content, including reported articles covering topics such as women and children, health, finance, technology, food & hunger, environment, and citizenship. These pieces were distributed to a global readership of over 1,000,000.
- Strategically optimized headlines, content, images, newsletters, and videos to maximize reach and engagement on social media platforms, enhancing the content's effectiveness and visibility.
- Collaborated with Partner Marketing and broader Media Partnerships to create educational content, fostering valuable partnerships and contributing to the dissemination of informative and engaging materials.

Part-time Copywriter, Guardian Inc., United States

Jan - May 2019

- Designed brochures from the ground up, including creating illustrations and writing all content for a company with a substantial revenue exceeding \$135 million.
- Designed brochures from the ground up, including creating illustrations and writing all content for a company with a substantial revenue exceeding \$135 million.

- Authored weekly blog posts for the company website while integrating SEO keywords. Successfully implemented new marketing strategies, led the website redesign, rewrote the company tagline, and introduced effective email blast tactics. Additionally, wrote bid proposals and managed social media campaigns.
- Collaborated with the marketing manager to generate metric reports based on Google Analytics and SEMrush data, providing valuable insights and data-driven decisions to further the company's marketing efforts.

Editorial Intern, amNewYork, United States

Oct - Dec 2018

- Reported and wrote daily news stories covering a wide range of topics, including news, entertainment, things-to-do, and sports, with a focus on New York-based content.
- Conducted interviews with city officials and public figures, contributing to comprehensive and well-informed news coverage.
- Successfully pitched and authored stories addressing significant city issues, such as the development of an upcoming Target store in Queens, the challenges faced by dreamers with ambiguous legal status, and the historical narrative of a chocolate factory in Harlem, among others.
- Provided photographic coverage for news stories published in both print and online sections, enhancing the visual appeal and impact of the content.

Reporter Intern, Straus News, United States

May - Aug 2018

- Reported neighborhood news for four weekly local newspapers and their associated websites, with three articles making the front page. Print publication viewership reached 150,000 readers.
- Captured a wide variety of photos and videos for the newspapers and websites, contributing to an impressive website reach of 375,000 visitors.

Editorial Intern, Times of India, India

July - Aug 2017

- Published an article in a national newspaper with a circulation of 3.3 million readers.
- Transcribed interviews for reporters and conducted fact-checking for stories, ensuring accuracy and quality.
- Accompanied senior reporters to events and interviews, gaining valuable field experience.
- Conducted man-on-the-street interviews, and collaborated with section editors to plan the layout and sizing of photographs and articles, contributing to the newspaper's content strategy.

Editorial Intern, Times Internet, India

July - Aug 2016

- Wrote and copy-edited 3-5 feature articles and news stories each week for a vast audience. Times Internet, with a reach of more than 50% of India's Internet population, reaches approximately 190 million users, making the content creation efforts even more impactful.