

SUMMARY

Brand and communications professional with 5+ years of experience developing social-first content strategies, brand communication, executive branding, and integrated marketing campaigns. Experienced in campaign planning, content calendar management, strategic messaging, and cross-functional stakeholder collaboration to strengthen brand visibility and audience engagement. Skilled in social media strategy, thought leadership, digital communication, and content marketing across consulting, research, EdTech, and healthcare sectors. Passionate about emerging AI tools and leveraging technology to create impactful digital experiences.

KEY SKILLS

Core Competencies: Brand Communication, Brand Strategy, Brand Positioning, Marketing Communication, Executive Communication, Social Media Strategy, Campaign Planning & Execution, Content Strategy, Content Marketing, Thought Leadership, Content Calendar Management, Stakeholder Management, Cross-functional Collaboration, Internal & External Communication

Tools: Google Analytics (GA4), Ahrefs, WordPress CMS, Sitecore CMS, Meta Ads, Google Ads, ChatGPT, Google Gemini, Microsoft Copilot, Microsoft 365

CERTIFICATIONS

- **Advanced Certificate in Digital Marketing & Communications** | MICA | July '25
- **Social Media Marketing** | Meta | Apr '21
- **Creative Non-Fiction Writing** | PACT, Delhi | Jan '22

ACHIEVEMENTS

- **Leading brand communication initiatives** at Ken Research by developing the organization's brand kit, executive thought leadership strategy, newsletter campaigns, internal magazine, YouTube podcast framework, and digital communication systems to strengthen brand visibility and consistency.
- **Contributed to a 375% increase in organic traffic** at Internshala through audience-first content strategy, SEO-driven communication, and brand visibility initiatives.
- **Increased digital reach by 34.6%** at ImmunifyMe through integrated content marketing, social media communication, and multi-channel brand campaigns.

PROFESSIONAL EXPERIENCE

Senior Content Writer | Ken Research

Dec '25 - Present

- **Leading brand communication and social media strategy** across digital platforms, developing content calendars and communication plans aligned with brand objectives.
- **Managing executive communication** by building and maintaining leadership LinkedIn presence, driving thought leadership initiatives, and strengthening executive visibility through strategic content.
- **Planning and executing newsletter campaigns**, off-page content initiatives (including Medium articles), and optimizing digital business profiles to enhance brand visibility, audience engagement, and organic reach.
- **Developing and managing brand communication assets**, including the organization's brand kit, communication guidelines, and social media messaging frameworks to ensure consistency across all internal and external touchpoints.
- **Spearheading new brand initiatives**, including launching KEN Research's YouTube podcast series by creating SOPs, content workflows, guest coordination frameworks, and production processes, while also developing the company's quarterly internal magazine to strengthen employee communication and culture.

Senior Content Editor | Internshala

Mar '23 - Dec '24

- **Led integrated content and communication initiatives** supporting marketing campaigns, contributing to a 375% increase in organic traffic and strengthening brand authority.
- Built content directories for **Internshala's Study Abroad program** and **Internshala for Employers (B2B) vertical**, improving search rankings and engagement.
- Mentored and reviewed work of junior writers, improving content quality and reducing revision cycles.
- Established content review workflows to ensure faster publishing with consistent quality benchmarks.

Content Writer | ImmunifyMe Pvt. Ltd.

Aug '21 - Feb '23

- Developed and edited SEO-driven content for blogs, campaigns, and social platforms while ensuring brand tone, medical accuracy, and content quality standards, leading to +34.6% visibility - Contributed to improving internal content quality benchmarks through structured reviews and feedback - Published, tagged, and updated content on CMS platforms with accurate metadata and visual formatting - Collaborated with design and marketing teams for creative campaigns and social media communication - Managed full funnel content projects, from research and ideation to delivery, through a unified communication strategy	Oct '19 - Dec '21
Freelance Content Writer	
- Delivered content-led digital strategies for 15+ brands in tech, lifestyle, wellness, finance, and the D2C space - Brands: Opaque Studio, Vyaapar, VCQRU, Merrier Minds, Diet2Nourish, and more	

INTERNSHIPS

Marketing Intern P&G (Procter & Gamble)	Jan '19 - Mar '19
Content Writer Nmami Life Pvt. Ltd.	Dec '18 - Feb '19
Marketing Intern Pee Safe	Jan '18 - Mar '18

EDUCATION

B.A. (Hons.) Degree in English	Jul '16 - Jun '19
Dyal Singh College, University of Delhi	New Delhi, India