

PROFESSIONAL SUMMARY

Marketing professional with experience across copywriting, GTM content strategy, lifecycle marketing, and campaign management for education, hospitality, wellness, and consumer technology brands. Experienced in developing customer-facing communications, supporting product and brand launches, leading cross-functional marketing initiatives, and executing multi-channel campaigns across email, CRM, web, social, and paid media. Strong ability to combine storytelling, customer insight, and performance data to drive engagement and acquisition across India, Malaysia, and Singapore markets.

SKILLS

- **Marketing & Communications:** Copywriting, Content Strategy, Messaging & Positioning, Campaign Development, Brand Storytelling, Go-to-Market Communications
- **Lifecycle & Growth Marketing:** Email Marketing, CRM Marketing, Marketing Automation, Customer Lifecycle Programs, Audience Segmentation, A/B Testing, Lead Nurturing
- **Analysis & Collaboration:** Market Research, Performance Analysis, Cross-functional Collaboration, Stakeholder Communication, Executive Presentations
- **Tools:** Google Analytics, Marketo, Mailchimp, Canva, Figma, SQL, Generative AI Tools

EXPERIENCE

- **Simplilearn** Bengaluru, India
Manager - Content Marketing Nov 2024 - Jun 2026
 - Launched and scaled a B2C2B lead generation channel **contributing to a 12% increase in overall lead volume** through targeted acquisition initiatives.
 - Developed communication campaigns supporting strategic partnerships, with institutes like **Duke University, University of Michigan, and UC Berkeley, achieving 28% email open rates.**
 - **Led a team of four copywriters in refreshing content across 50+ product webpages,** improving content quality, consistency, and SEO performance.
 - Worked on **product marketing and go-to-market strategies for global program launches** in collaboration with sales and product innovation teams.
 - Partnered with sales, CRM, and business teams to execute customer engagement programs across email, SMS, push notifications, and RCS channels.
 - Created executive **presentations, partner communications, and outreach campaigns to support growth and partnership initiatives.**
 - Designed **automated customer communication workflows through WhatsApp to improve lead engagement** and response efficiency.
 - Developed campaign messaging and creative concepts for video, email, and digital channels to support acquisition efforts.
- **Treebo Hotels** Bengaluru, India
Senior Copywriter (Marketing) Oct 2023 - Sept 2024
 - Supported the **launch of new hospitality brands through storytelling, positioning, marketing communications, and multi-channel campaign** execution.
 - Developed integrated marketing campaigns across paid, owned, and affiliate channels to drive customer acquisition and brand awareness.
 - **Managed end-to-end email marketing campaigns from planning to execution,** supporting lead generation and conversion goals.

- Devised social media strategies for LinkedIn and Instagram to improve brand visibility and engagement.
- Collaborated with CRM, design, business, and operations teams to improve customer communication journeys and automation workflows.
- Led office rebranding and offline branding initiatives to strengthen internal and external brand identity.

- **Livspace** Bengaluru, India
Copywriter (Marketing) Jun 2022 - Oct 2023

- Delivered localized **marketing communications for Livspace x IKEA across Malaysia, Singapore, and the broader Southeast Asia (SEA) region.**
- Created customer-facing messaging across app experiences, website journeys, notifications, and promotional campaigns.
- Executed lifecycle marketing campaigns using personalized messaging and audience segmentation strategies.
- Analyzed campaign performance using Marketo analytics and optimized messaging to improve engagement outcomes.

- **SARVA** Remote
Communications Manager Apr 2021 - May 2022

- Developed content and communication assets across web, email, social media, and paid channels to support customer acquisition initiatives.
- Designed lead nurturing journeys using behavioral triggers and audience insights in collaboration with CRM and marketing teams.
- Conducted A/B testing on subject lines, content, and timing to improve engagement rates.
- Collaborated with marketing and product teams on campaigns and online workshop launches featuring celebrity partnerships.

- **Fiverr** Remote
Freelance Copy Specialist Jan 2020 - Apr 2022

- Created email sequences, landing pages, and promotional content supporting brand awareness and lead generation goals.
- Delivered email marketing campaigns using Mailchimp, including templates and personalized messaging for clients across industries.
- Advised clients on email marketing best practices and campaign optimization strategies.

EDUCATION

- **Maharaja Sayajirao University of Baroda** Gujarat, India
MA - English Jul 2018 - Sep 2020
- **Manipal University Jaipur** Rajasthan, India
BA - English Aug 2015 - May 2018

CERTIFICATIONS & ACCOMPLISHMENTS

- Beginner to Marketo Certified Professional - Udemy
- Published research papers in *Wings of Life* and *Emerging Psyche of Indian Woman*