

Aubrey Test

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• [Click here to view LinkedIn](#)

• Paris

Created more than 650+ multiformat content assets till date.

WORK EXPERIENCE

Brand Content, Communications & Events - ING France | 2024

- Designed and executed multi-channel campaigns, aligning messaging with corporate goals to increase engagement among diverse audiences.
- Enhanced internal and external communications to ensure alignment with brand objectives, resulting in a measurable uplift in audience reach.
- Trained and mentored apprentices in digital content creation, guiding them in developing engaging content aligned with the brand's tone and user journey.

Be My Buddy Application Project | 2024

- Designed communication campaigns that aligned with business objectives, achieving measurable growth in brand awareness.
- Worked with internal teams to create cohesive messaging strategies across platforms.

Business Development, CX & Events - Expedify | 2023

- Managed end-to-end digital content strategies, driving a 30% increase in client engagement.
- Developed content guidelines and templates for marketing assets, enabling efficient workflows and a 20% boost in project delivery timelines.
- Designed performance-driven email nurturing campaigns, achieving a 25% increase in lead conversions.

Completed 8 + projects in the USA and 12+ India | 2016 - 2022

Brand & Content Manager - Working Elements | 2019 -2022

- Designed communication campaigns that aligned with business objectives, achieving measurable growth in brand awareness.
- Worked with internal teams to create cohesive messaging strategies across platforms.

Branding & Marketing - Ceinsys | 2017 - 2018

- Increased blog visibility by 35% through SEO optimization for 80+ blogs, boosting Google search rankings to the Top 3.
- Spearheaded the localization of technical content for software solutions, ensuring relevance and accuracy.
- Streamlined internal content review processes, reducing project turnaround times by 25% for cross-team initiatives.
- Created product documentation and tutorials, enhancing user understanding and reducing customer support queries by 10%.

Content & Communications - Citygossiper | 2016 - 2017

- Managed and trained a team of three content creators, achieving a 22% increase in audience traffic through strategic content planning.
- Collaborated with stakeholders to craft targeted communication materials, enhancing outreach in competitive markets.
- Implemented streamlined workflows for content production, ensuring brand consistency and timely delivery.
- Managed and trained a team of content writers, ensuring high-quality output and consistency in tone across all published materials.

SKILLS

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| • Communication plan development | • Cross-functional collaboration | • Proactive communication |
| • Website Management and CMS Tools | • International Collaboration | • Collaboration and teamwork |
| • Multi-format content | • Content Localization | • Adaptability in dynamic environments |
| • Creative Tools | • Strong writing and editing skills | • Creativity in campaign design |
| • Analytics & Performance Metrics Tracking | • Project Coordination | • Attention to detail |
| • Intranet Management, Testing & Deployment of tools | • Media relations and interview coordination | • Strategic Problem-solving |
| • MS Office Pack | • Event coordination (webinars, town halls) | • Time management |
| • Employee engagement initiatives | • SOP (Standard Operating Procedures) | • Analytical thinking |
| • Content Strategy & Editorial Calendar Planning and execution | • Event Planning and Management | • Communications and interpersonal skills |
| • B2B communication | • Project management | • Leadership and accountability |
| • Microsoft Office Pack | • Junior Team Management | • Teamwork and collaboration |
| • Research and Data Analysis | • Adobe photoshop, Canva, Playplay, inshot, Snapseed, iMovie, Picsart | • Branding and storytelling |
| • PMS Tools | • Marketing | |
| • Stakeholder engagement | • Global Communication strategy | |

CERTIFICATIONS

- Facebook | 100-101 - Meta Certified Digital Marketing Associate | 2024
- Brandwatch | Brand Management | 2023
- Google Digital Garage | Fundamentals of Digital Marketing | 2023
- Udemy | Salesforce 101 & The Complete Digital Marketing Course, Designing Social Media feed, Content Writing & Canva | 2024.

LANGUAGES

- **English: Native**
- **French: B1 - Alliance Française | 2025**
- Hindi: Native
- Marathi: Intermediate

EDUCATION

- Msc in International Marketing and Business Development - **SKEMA Business School** | 2024
- MBA in Marketing | 2022
- MA in Mass Communication | 2016