

# 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

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

## 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 Français | 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