



# Ankita Mehra

DEPUTY MANAGER - COMMUNICATIONS

## PERSONAL DETAILS

Current City  
Varanasi, India

## CONTACT DETAILS



[ankita.mehra1988@gmail.com](mailto:ankita.mehra1988@gmail.com)

## Other Links



[LinkedIn Profile](#)



[Portfolio](#)



[Medium Articles](#)



[Blog in Hindi](#)



[Blog in English](#)



[Self Published Book](#)



[Quora](#)



[behance.net/ankita](https://www.behance.net/ankita)

## PROFESSIONAL EXPERIENCE

• Paytm Payments Bank

Deputy Manager - Communications

July 2020-Present

### Content Design, Product Enhancement, Project Management & Analysis

UX Writing for different digital products (mobile app and web) • Simplifying content for chat messages, SMSes, Newsletters, Emailers and app notifications • Publishing SEO friendly blogs on Wordpress • Coordinating with the PR Team and external channels for new releases • Providing timely feedback to the Communications and Product Team for content design (mobile app and web) • Creating Social Media Calendar with the Marketing Head, providing suggestions for various social media posts • Frequent competitive market research • Bridging content gaps, defining goals and delegating tasks • Creating guidelines and documenting to increase productivity • Reviewing wireframes on Figma

• CLEARTRIP PRIVATE LIMITED

Assistant Manager - Content Management & Analytics

July 2017-April 2020

### Content Design, Social Media & Product Enhancement

Improved Auto Search Suggestions for 60 cities (India) • Worked on 'Lay of the Land' feature for Hotels • Cross checked descriptions forwarded by the outsource agency • SEO friendly content creation for hotels (PAN India) • Product and Engineering Team coordination for resolving content and product issues • Ad-hoc projects execution and management • HR and PR Team coordination as and when required • Timely feedback to the Content as well as Product Team (Mobile App and Web) • Content trackers management on a regular basis.

• MYP GROUP OF COMPANIES - GURGAON

Manager - Content & PR

April 2017-June 2017

### Content Design, Social Media and PR

Created core strategy for the brand • Designed the logo • Created SEO friendly articles for the blog • Provided feedback to the outsource agency for a commercial website creation • Coordinated with the HR Department and company's head • Worked on social media for improving brand identity

• PURA HOLIDAYS & STAYS PRIVATE LIMITED - GURGAON

Content Manager

May 2016-March 2017

### Content Design and Social Media

Finalized the website's layout • Created coherent SEO friendly content for the website & Wordpress • Managed the team of bloggers • Administered daily content updates on social media • Coordinated with the Technical Team to fix the gaps

• CLEARTRIP PRIVATE LIMITED - GURGAON

Senior Content Executive

July 2012-May 2016

### Content Design and Product (Hotels)

Created SEO-friendly content for domestic and international hotels • Coordinated with the in-house team for the introduction of a new overview template • Executed location clean-up of 200+ cities • Prepared Zero Tolerance Report for 60+ cities • Coordinated with the Production Support Team for better presentation of Inclusions, Property Type, Facilities and Amenities on the website • Guided teams and outsource members on maintaining content quality • Elevated content for Dubai Hotels • Managed content requests from the BD Teams

## Education

• Miranda House, University of Delhi

Master of Arts  
English Literature

2009 - 2011

## Proficiencies

UX Writing   SEO Writing   Blogging   Content and Knowledge Management  
Skill Development   Corporate Communication   Team Management