



Ankita Mehra


DEPUTY MANAGER - COMMUNICATIONS

PERSONAL DETAILS

Current City
Bengaluru

CONTACT DETAILS

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 +91-9113564812

Other Links


 [LinkedIn Profile](#)

 [Medium Articles](#)

 [Blog in Hindi](#)

 [Blog in English](#)

 [Self Published Book](#)

 [Quora](#)

 [Confluence blog](#)

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

 [Lean Six Sigma](#)

PROFESSIONAL EXPERIENCE

• Paytm Payments Bank

Deputy Manager - Communications

July 2020-Present

Content & Stakeholder Management, PR, Social Media, Product Enhancement, Workflow Management, Research & Analysis

Developing and finalizing high quality content for the new website • Leading a team of 5 and tracking their progress • Reviewing and finalizing content for customer support teams • SEO friendly content creation for blogs • Product and Engineering Team coordination for resolving content and product issues • Content-related requests management • Coordinating with PR Team and external channels for new releases • Timely feedback to the Communications as well as Product Teams (Mobile App and Website both) • Reviewing Social Media Calendar, providing timely feedback for various social media posts • Frequent online research for more knowledge and to assess competitors' performance • Guiding communications team and bridging work related gaps, defining goals and helping them own different types of projects • Creating guidelines to increase productivity

• CLEARTRIP PRIVATE LIMITED

Assistant Manager - Content Management & Analytics

July 2017-April 2020

Content Management, 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 • Business development content-related requests management on a daily basis • 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 Website both) • Content trackers management on a regular basis.

• MYP GROUP OF COMPANIES - GURGAON

Manager - Content & PR

April 2017-June 2017

Content Management, 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 for the successful implementation of company's guidelines • Worked on social media for brand promotion.

• 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 and Product (Hotels)

Created SEO-friendly content for 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 the content quality at different levels • 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

[Workflow Assessment](#) [SEO Writing](#) [Blogging](#)
[Content and Knowledge Management](#) [Team Training & Skill Development](#)
[Social Media Management](#) [Corporate Communication](#) [Team Management](#)
[UX Design Decision Making](#)