

Pratigya Shrivastava

Content Strategist & Brand Marketing Manager

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Pratigya Shrivastava

Indore

EDUCATION

➤ Master's In Business Administration (mkt.)

- Institution: Vidhyasagar Institute Of Management
- University: Barkatullah University
- Duration: 2015 - 2017
- Academic Percentage: **69%**

➤ Bachelor's of Commerce (mkt.)

- Institution: Vikram Aditya College of Management
- University: Barkatullah University
- Duration: 2010 - 2014
- Academic Percentage: **65%**

➤ Qualification: Higher Secondary (Commerce)

- Board: MP Board (Bhopal)
- School: Hind Convent Hr. Sec. School
- Duration: 2009 - 2010
- Percentage: **69%**

➤ Qualification: High Secondary

- Board: MP Board (Bhopal)
- School: Hind Convent Hr. Sec. School
- Duration: 2007 - 2008
- Percentage: **62%**

CERTIFICATES

- Digital Marketing : IIDE (Mumbai)
- Influencer Marketing: Udemy
- Project Management: Google
- Creative Writing: Udemy

LANGUAGE

- English
- Hindi

PROFILE

I am a fiction book writer with over 10 years of experience and a creative content expert specializing in content strategy and brand marketing. With 7 years as a Content Strategist and Brand Marketing Manager, I have successfully evaluated and optimized marketing strategies, increased brand awareness, and analyzed market trends to prepare forecasts. My expertise includes Canva designing, campaign planning, and generating new business leads while coordinating marketing strategies across departments. I have a proven track record of managing budgets, overseeing promotional campaigns, and presenting reports to senior management. My strong leadership, communication, and collaboration skills, combined with superb analytical and problem-solving abilities, have been key to my success in marketing. As a Content Strategist and Brand Marketing Manager, I have extensive knowledge of marketing channels and strategies, ensuring exceptional market planning and execution.

WORK EXPERIENCE

Quickly Platforms

January 2023- Working

➤ Content Strategist & Media Marketing Manager

- Develop and execute digital marketing and branding strategies to boost growth and engagement.
- Manage Marketers and graphic designer team to guide Graphics.
- Conduct market and trend research.
- Write scripts for YouTube channel for company's clients.
- Craft and proofread creative content, copywriting, and scripts.
- Maintain Relationship with stakeholders.
- Oversee project activities for timely delivery and successful outcomes.
- Plan and execute product launch strategies and online marketing segmentation.
- Create and manage content for blogs and social media.
- Training and Development of juniors and interns.
- Manage project budgets, timelines, and resources.
- Analyze metrics and generate reports to assess campaign performance and ROI.

Toprankers

May 2023- January 2023

➤ Social media manager and content creator

- Develop and implement social media strategies to boost brand visibility.
- Create and curate content for social media platforms.
- Schedule and manage social media posts for brand consistency.
- Monitor and engage with audience interactions on social channels.
- Analyze performance metrics and refine strategies.
- Collaborate on creating graphics and multimedia content.
- Stay updated on industry trends and best practices.

Byjus

February 2022 - March 2022

➤ Business Development Content Trainer

- Provide one-on-one coaching to support individual growth.
- Develop and deliver business development and content training programs.
- Facilitate team knowledge sharing and collaboration.
- Create and update training materials and resources.
- Assess and tailor training content to team needs and trends.
- Stay current with industry best practices for training programs.

SKILLS

- Market Research
- Strategic Planning
- Project Management
- Budget Management
- Brand Storytelling
- Graphic Designing
- Team Leadership
- Content Planning and Strategy
- Brand Voice Development
- Team Management
- Cross-Functional Collaboration
- Storytelling
- Strategies - BTL ATL
- Editing and Proofreading
- Creative and Script Writing

APPS AND TOOLS

Management Tools:

- Asana
- Slack
- Microsoft
- Google Suite
- Hootsuite

Creative Tools:

- Canva
- VN Video
- WordPress
- SEMrush
- Creator Studio

PROJECTS

- Quick Transfer
- Vyuvan Collector
- Vyuvan Microfinance
- J- player

JOBSIKHO

August 2020 - January 2022

➤ Digital Marketer and Project Manager

- Advise on digital marketing strategies and best practices.
- Execute digital marketing campaigns for brand awareness and lead generation.
- Manage and create content for social media platforms.
- Conduct market research to spot trends and opportunities.
- Oversee project management for the company and clients.
- Prepare and deliver course content and handle team.
- Help clients set goals and develop actionable marketing plans.
- Conduct training sessions to enhance client marketing skills.

NEW ERA Technologies

January 2018 - July 2020

➤ Content writer and Digital Marketer

- Create engaging blog posts and articles for target audiences.
- Conduct content research for accuracy and relevance.
- Manage and analyze social media campaigns for the company and clients.
- Coordinate with teams to produce quality marketing materials.
- Handle client communications and project updates.
- Lead team meetings to track progress and resolve issues.
- Maintain content calendars for consistent postings.

Technogaze Solutions

May 2017 -December 2018

➤ Digital Marketing Executive

- Develop and implement digital marketing strategies to drive traffic and brand awareness.
- Create engaging blog posts, articles, and social media content for target audiences.
- Optimize website content for SEO through keyword research.
- Plan and execute social media and paid ad campaigns across platforms.
- Analyze campaign performance and generate reports to measure effectiveness.
- Collaborate with design and content teams to produce marketing materials.
- Manage client communications and provide updates on campaign progress.
- Monitor industry trends and competitors for growth opportunities.

ACHIEVEMENT

Beyond my professional journey, I have dedicated over 9 years to the art of writing and authorship. I am the proud author of two fiction books and a co-author of more than 20 others, all available on Amazon, Flipkart, and Notion Press. Currently, I am immersed in my latest project, a gripping fiction book that delves into **the dark facts of life**.