

RUTU SHAH

Communications and Marketing Manager

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EXPERIENCE

Marketing Manager

Ishan Technologies 02/2023 - 12/2023 Ahmedabad

Ishan Technologies is a leading ICT company, with a pan-India presence.

- Managed the organization's brand, ensuring consistency across all marketing and communication materials.
- Developed SEO-friendly content and collaterals for blogs, social media, and website.
- Created and implemented marketing campaigns across digital, print, and social media channels.
- Measured and analyzed marketing data to evaluate and optimize marketing initiatives.
- Managed public relations and media relations activities.
- Managed all social media platforms, increasing LinkedIn follower count by 30% in six months.

Marketing and Communications Manager

Anant National University 03/2020 - 10/2021 Ahmedabad

Anant National University is a Design and Architecture University based in Ahmedabad.

- Managed communication and marketing team; developed and launched new programs/centers.
- Led marketing efforts for core University programs, significantly impacting admissions.
- Developed SEO-guided content and collaterals for print and digital publications.
- Launched a new website and several digital/social media platforms.
- Designed media strategy; handled press relations, wrote press releases, ghost-wrote articles, and conducted media briefings/workshops.
- Managed internal and external stakeholders, including board members, professors, staff, and students.
- Executed large-scale webinars, workshops, and contests on urban planning, sustainability, climate change, and more.

Project Officer

BBC Media Action (India) Ltd. 07/2018 - 06/2019 New Delhi

BBC Media Action is the independent international charity of the BBC that uses media and communications to advance development worldwide.

- Managed project activities for the WASH TV drama (Navrangi Rel), in partnership with Viacom 18 and Bill and Melinda Gates Foundation.
- Conducted research and pilot testing on FSM knowledge in key demographics.
- Led localization activities, managing end-to-end tasks for regional production.
- Evaluated technical and financial proposals from external agencies and partners.
- Provided strategic inputs for the sanitation communications portfolio under the WASH project.

Web Producer

Network 18 04/2015 - 06/2017 Mumbai

Firstpost and Burrp are news and food discovery platforms respectively.

- Edited and curated news for the General desk of Firstpost.com, covering politics, business, and international news.
- Contributed 5000+ articles and features in 15 months.
- Supported social media activities and wrote food features for Burrp.com.
- Developed marketing strategies for Burrp.

SUMMARY

Organized media and communication professional with 7 years' work ex. Areas of expertise include marketing, brand development, internal and external communication, research, project management, training, social media management, writing, press relations, content management.

SKILLS

SEO Optimisation/Semrush

Social Media Management/Hootsuite

Digital Marketing/ Facebook

Content Management/Wordpress

Public Relations Project Management

Content Creation Brand Management

Stakeholder Management

Event planning and execution

LANGUAGES

English	Professional
Hindi	Professional
Gujarati	Professional

EDUCATION

PG Diploma in Liberal Studies (Young India Fellowship)

Ashoka University

2017 - 2018

PG Diploma in Journalism

Xavier Institute of Communications

2014 - 2015

B.E. in Electronics and Communication

Gujarat Technological University

2009 - 2013

