

ANANYA NANDY

CONTENT MARKETING SPECIALIST

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SUMMARY

Highly motivated and detail-oriented Marketing and Communications professional with a strong aptitude for content creation, audience engagement, and strategic thinking. Known for combining creativity with analytical insights to deliver impactful marketing solutions. Committed to producing high-quality work, fostering collaboration, and driving results that align with organizational goals.

TECHNICAL SKILLS

MailChimp - Email Marketing	Figma - Graphic Design	Meta Business Suite
Audacity - Podcast Production	Adobe Premier - Graphic Design	Google Analytics and Google Business
Meta Business Suite	Canva - Graphic Design	Search Engine Optimization (SEO)
Content Writing	Social Media Marketing (SMM)	Search Engine Marketing (SEM)

PROFESSIONAL EXPERIENCE

Communications Intern, Transitions Research Aug 2024 - Jan 2025

- Podcast Production:** Assisted in the creation and production of podcasts, managing audio editing, content structuring, and ensuring high-quality delivery to engage audiences on climate issues.
- Digital Marketing and Social Media:** Led email and LinkedIn marketing campaigns, increasing engagement and outreach, while managing social media content to promote climate research initiatives.
- Graphic Design and Video Editing:** Designed engaging graphics and performed basic video editing to support content across digital platforms, enhancing visual communication and audience engagement.

Content Writer and Editor, Zedex Info Sept 2023 - Aug 2024

- Content Creation, Editing, and SEO/SEM:** Developed and edited diverse content, optimizing it for SEO and SEM to enhance visibility and drive engagement across digital platforms.
- Research and Business Writing:** Conducted detailed research for technical and business writing, contributing to sales pitches, reports, and business development initiatives.

Intern, The Big Pitchr Sept 2021 - Aug 2023

- Social Media Campaign Leadership:** Led a successful campaign for a healthcare client, achieving a 169% increase in Facebook impressions by crafting targeted content and engagement strategies.
- PR and ORM Management:** Created detailed PR and ORM reports, enhancing the client's brand reputation and mitigating negative online sentiment through strategic communication.
- Sales and Email Marketing:** Developed persuasive sales pitches and executed targeted email campaigns, driving customer outreach and improving lead conversion.

EDUCATION

Bsc. Economics Honours Oct 2021 - Aug 2024

University of Calcutta

- Analytical Skills:** My Economics degree strengthened my ability to analyze market trends and consumer behavior, helping to create targeted, data-driven marketing strategies.
- Strategic Thinking:** The problem-solving and strategic skills I developed in Economics enable me to apply economic insights to optimize marketing campaigns and drive result

ADDITIONAL INFORMATION

- Languages:** English, French, Mandarin.
- Certifications:** GenAI for Marketing Professionals from UpGrad