

Priya Mahindroo

Content Marketing Expert & Communication Specialist

Profile

Communication specialist and content expert with 11+ years of extensive experience in journalism (6 years) and digital marketing (6+ years). Innovative thinker with expertise in incorporating marketing experience to successfully increase brand awareness. Adept at identifying & solving brand issues through innovative marketing & communication strategies that can transform brand image & positioning. Strong business and technical acumen, with the ability to work in a complex environment, and the willingness to drive change with passion and commitment.

Employment History

Marketing Manager at Peoplebox Inc., Bengaluru

December 2019 — Present

Lead Content Marketing at Peoplebox, a US-based HR tech (SaaS) startup.

- **Generated 50+ demo requests** (in 3 months) by building and executing brand-specific and effective **content marketing strategy** that amplifies its products & services and focuses on establishing brand as a thought-leader.
- **Increased lead generation 20x** by planning and executing niche content – **original long-form** (including pillars) and **short-form blog articles, eBooks, guides, sales collateral, videos, infographics, case studies**, etc. – hosted on website and distributed across relevant marketing channels to help drive demand.
- Increased **website traffic from 1k to 10k+ visitors a month** in six months through strategic **SEO planning & keyword research**, data analytics (Google Analytics), and strategic brainstorming sessions.
- Developed effective **social media marketing strategy** that includes setting up brand's presence (from scratch) on relevant platforms – Increased **LinkedIn followers from 20 to 700** organically.
- **Published 90+ blogs** from January to August 2020 while managing a team of writers, website developers & designers.
- Worked with top leadership to finalise brand positioning and messaging.
- Working closely with the product and engineering teams to build features and innovations that drive product adoption among users.
- Revamped **Peoplebox website – concept, copy and design** – to keep it line with the product roadmap and developments, and an enhanced user experience.
- Working in partnership with the creative team to develop & implement creative strategies.
- Hosting **discussions & interviews** with **influencers**, distributed on social platforms & website.
- Working with external partners, vendors and freelancers to drive key messages for content.
- Created a framework to measure the ROI and impact of content marketing activities & content.

Associate Director at Virallens Advertising Pvt. Ltd., Bengaluru

June 2017 — November 2019

Notable clients: Paradise Biryani, Pearson India, DriveU, IFIM Institutions, Aditi Consulting (USA), Rock Interview

- Developed effective marketing & branding strategies (online & offline) for a variety of clients for brand awareness & meet brand objectives.

Details

Bengaluru, India
7760039933
priyamahindroo@gmail.com

Skills

WordPress Management
Marketing Automation (Hubspot)
Inbound Marketing
Search Engine Optimization
Content Creation & Editing
Content Management
Communication Skills
Digital Marketing
Digital Strategy
Marketing Strategy
Marketing Analytics
Brand Management
Client Relationship Management
Facebook Advertising

Links

[Visit my LinkedIn Profile](#)

Languages

English *Proficient*
Spanish *Intermediate*

- Provided thought leadership & guidance to the clients and the team.
- Developed deep and long standing relationship with the clients - to drive relationships from the tactical to strategic.
- Managed a team of marketing professionals to ensure success of marketing campaigns.
- Conceptualised a mix of targeted marketing tools, such as, email marketing programs, micro-sites, GDN advertising.

Social Media & Client Relationship Manager at Kreo Design & Innovation, Bengaluru

May 2016 — May 2017

Notable clients: Bosch India, Scania India

- Innovative advertising & marketing campaigns for amplified results for the brand.
- Bridged gap(s) between client and the team through effective coordination and communication with the client as and when required.
- Worked alongside marketing specialists and graphic designers.
- Ensured long-term relationships with assigned clients, connecting with key business executives and stakeholders.
- Created paid campaign proposals to extend brand reach on digital media.

Key projects for Bosch India:

'Fascinating Technologies for Life' brand positioning; Bosch India blog; Beyond Mobility 2016; Bosch Hackathon 2016; Bosch Smart Manufacturing Conclave 2016; Influencer campaigns

Campaign Lead (Social Media Manager) at OMLogic Consulting Pvt. Ltd., Delhi

February 2015 — January 2016

Notable clients: POGO (India), FBB India (Buffalo Clothing); HBO Premium; HBO India; University of Petroleum & Energy Studies (UPES), Dehradun; Bueno Kitchen

- Client Engagement Manager for **Fashion at Big Bazar's affiliate Buffalo**, establishing social media presence for the brand.
- Awarded '**Employee of the Month**' for outstanding performance in email marketing.
- Assessed social media marketing strategies to determine the rate of return; and identified and tapped into suitable channels to optimise ROI.
- Drafted mails to make announcements/highlight management changes – Internal communication.

Assistant Editor at Amity Group of Institutions, Delhi

August 2014 — January 2015

- Lead a team of news editors, copywriters and designers.
- Plan, edit & write content, and build layout for a variety of internal communication mediums.
- Optimise **social media channels** to communicate & interact with target audience.

Senior Correspondent at Hindustan Times, Delhi

September 2010 — July 2014

- Page-making, reporting, editing, re-writing stories.
- Awarded **Journalist of the Month** in **October 2010** for reporting in **CWG 2010** and **2014** for contribution in a centrespread.

Sub-editor cum reporter at The Sunday Guardian, Delhi

March 2010 — August 2010

- Page-making, reporting, editing, re-writing stories – Exclusive stories on **CWG 2010**

Sub-editor cum Correspondent at cricdude.com, Delhi

[September 2009](#) — [February 2010](#)

- Managed complete website – content, editing and team of writers

Sub-editor-cum-Reporter at The Pioneer, Delhi

[July 2008](#) — [April 2009](#)

- Wrote editorials, reported and designed pages. Covered Arjuna Awards 2008 at the Rashtrapati Bhawan, Test cricket, India-Australia Series (Bangalore and Mohali), ODI series India-England (Rajkot), AFC Cup final in Delhi

Certifications: Digital Marketing Certified Associate, Simplilearn

Education

Master of Arts (English), IGNOU, Delhi

[June 2013](#) – [September 2015](#)

Bachelor of Journalism & Mass Communication, GGS Indraprastha University, Delhi

[March 2005](#) – [June 2008](#)

Internships

- Copywriter at Grey Worldwide, Delhi
- Copywriter at Leo Burnett, Delhi
- Intern (Sports dept) at Hindustan Times, Delhi