

Devarati Sarkar

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Profile

An organised and driven content and communication professional, I have worked in the fields of communication, journalism, customer support and marketing, building and nurturing relationships, managing projects from concept to completion, creating attractive content and strategy for brand improvement, and developing opportunities to further establishing the brand and organization. I am looking for an opportunity where I can build relationships and enhance my creativity, and my passion for learning, allowing me to grow and excel in my work.

EXPERIENCE:

SOCIAL MEDIA & CONTENT MARKETING - Shyaway.com | December 2022 - Present

- Create content for both Internal and External Communication
- Handle the Social Media accounts of the brand
- Influencer Marketing
- Branding and communication
- Cross Brand promotions
- Brand Collaboration

SOCIAL MEDIA & CONTENT MARKETING - Spiceblue | February 2022 - December 2022

- Create content for both Internal and External Communication
- Handle the Social Media promotions of the brand.
- Create interactive chatbot messages for clients.
- Create blog content for B2B clientele.

SOCIAL MEDIA AND CONTENT MARKETING - Pencil & Monk | Sept 2021 - January 2022

- Create content for both Internal and External Communication
- Handle the Social Media promotions of the brand.
- Create interactive chatbot messages for clients and vendors.

PR & CORPORATE COMMUNICATION - Equitas Small Finance Bank | Sept 2020 - April 2021

- Write social media content to increase engagement with customers.
- Create content for Internal & External communication
- Create content for brand and product promotions

COMMUNITY EXECUTIVE - CoWrks | Apr 2019 - Apr 2020

- Manage and organize internal communication and events for clients.
- Resolve all types of internal problems, improved operation, and provide exceptional client support.
- Assist the operations manager with the day-to-day operations of the facility with the planning of routine operations and special projects.

CONSULTANT - FASHION - Zivame | June 2018 - Mar 2019

- Worked with different types of customers to understand their needs and provide the required service.
- Increase customer satisfaction by resolving product issues.
- F2F brand marketing
- Product sales

CORRESPONDENT - JOURNALIST - Silicon India | APR 2015 - MAY 2016

- Pursue and develop stories independently and for assignment, covering topics in the field of real estate.
- Gather information for stories by following up on sources, contacts, and leads.

MERCHANDISER - PR - Transpol Impex | APR 2014 - MAR 2015

- Build and manage the relationship with key members of the clients and vendors.
- Schedule and mediate interactions between the clients and vendors
- Handle product design and data.

Education

BACHELOR OF ARTS,

Major in Journalism and Communication

SRM UNIVERSITY | 2011 - 2014

MASTER OF ARTS,

Major in Journalism and Communication - Online Media

UNIVERSITY OF MADRAS | 2016 - 2018

Skills

Content Creation
PowerPoint Presentations
Social media strategy
Proof Reading
Good Listening skills
Brand Marketing
Web content development

Regards
Devarati Sarkar