

Mohona Chakrawarti

Copywriter

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SUMMARY

Content marketing professional with 8 years of experience in content creation and an Advanced Certificate in Digital Marketing and Communication from MICA. Well-versed with copywriting, blog creation, SEO, SEM, email marketing, social media and web analytics. Looking to leverage my communication and digital marketing skills to help organizations achieve their objectives.

KEY SKILLS

• Copywriting • Content writing • Editing • Program management • Stakeholder management • SEO & Keyword Optimization • SEM • Email marketing • Blog creation • Paid advertising on social media • Community engagement • Content strategy • German language proficiency

TECHNICAL SKILLS

• Facebook Ads • WordPress • Google Ads • Google Analytics • Ubersuggest • GetResponse • MS Office

EDUCATION

Advanced Certificate in Digital Marketing and Communication	Jul '21 - Feb '22
MICA & upGrad	Mumbai, IN
<i>Specialization: Social Media and Content Marketing</i>	
German language course: Goethe-Zertifikat Level C2	Jul '08 - Jul '11
Max Mueller Bhavan	Delhi, IN
Bachelor of Arts – English Hons.	Jul '05 - Jul '08
Gargi College, Delhi University	Delhi, IN

KEY MARKETING PROJECTS (Jul '21 - Feb '22)

- Built a **marketing mix** and created a **digital go-to-market strategy** for Protinex
- Set up a blog and performed basic on-page **SEO** through the **Yoast** plugin on **WordPress**
- Created **Facebook ad, email marketing, Google search and display ad campaigns to drive traffic** to a blog/website
- Derived and analyzed data for a blog using **Google Analytics**
- Developed an **end-to-end content strategy** for a parenting app and store with the goal of increasing website traffic, app downloads and active users
- Devised a strategy to drive traffic and **increase engagement on a community forum**

PROFESSIONAL EXPERIENCE

Senior Associate - Learner Communication	Feb '21 - Jun '21
upGrad	Mumbai, IN
Conceptualized, created and edited marketing content, and shared design concepts for learner/alumni/referral communications. These included:	
<ul style="list-style-type: none">Campaign content - mailers, in-app pop-ups, push notifications and WhatsApp/Telegram messagesProgram email journeysAd hoc communications	

Content Development Senior Analyst	Feb '16 - Dec '19
Accenture	Mumbai/Gurgaon, IN
Created content for marketing communications. These included:	
<ul style="list-style-type: none">Loyalty program communications - mailers, SMSes and app notifications.SEO keyword-optimized content for business categories of a directory service.Wireframing and website copy creation to describe the application of web components.	

- **End-to-end content development** for digital marketing campaigns.
- **Copywriting** for internal and external communications collateral - mailers, newsletters, leadership messages, internal website copies, infographics etc.
- **Social media content creation** (Twitter, LinkedIn) to position senior-level executives as thought leaders on trending technology topics.

Digital Media Monitoring Analyst

Mar '13 - Feb '16

Accenture (Account: Leading Swiss Financial Institution)

Mumbai, IN

Enabled **client reputation management** by reading, interpreting and tagging digital news items using SaaS tools by topic, importance and sentiment:

- Prepared **editorial summaries** and compiled daily reports to include most relevant news items of the day
- Translated news items from German to English
- Appointed as **shift lead** and quality auditor due to superior knowledge on subject matter and language expertise
- Inducted into the interview panel to assess German language proficiency

Project Coordinator

Dec '11 - Dec '12

Max Mueller Bhavan

Delhi, IN

Maintained databank of teaching staff and alumni, carried out language translations and coordinated logistics for conferences

Short-term Project Coordinator

Nov '11 - Dec '11

Indo-German Teachers Association (InDaF)

Delhi, IN

Assisted in the organization of the InDaF / Asian Conference

Public Relations Assistant

Dec '08 - Dec '09

SpiceJet Ltd.

Gurgaon, IN

- Created/edited **press releases, questionnaires** and wrote **in-house communications on behalf of CEO**
- **Coordinated content** of the in-flight magazine, SPICEROUTE

CERTIFICATIONS

- MICA: Advanced Certificate in Digital Marketing and Communication (2021)
- Udemy: Complete Guide to Content Marketing (2020)
- HubSpot: Learn How to Create a Successful Content Strategy (2020)
- HubSpot: Video Production 101: How to Create Effective Videos for Your Business (2020)
- Udemy: Become a More Effective Copy Editor (2020)
- Coursera: Certificate Brand Marketing and SEO Tools using Wix (2020)

REFERENCES

1. **RAHUL MUKHARJI**, Vice President - Marketing Transformation, Accenture, Mumbai (Email: rahul.mukharji@accenture.com)
 2. **DEEPA DEY**, Head - Communication & Sustainability, Nutrition and Special Projects, Unilever, Gurgaon (Ph: 9971007534)
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