

Divya Ravindranath



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01 PROFILE

Experienced and driven Content Marketing Specialist with over 13 +years of experience creating compelling content across multiple media platforms. A highly skilled and knowledgeable Content Specialist, bringing forth expertise and experience overseeing content strategy, content development and brand & marketing communication . A passion for detail oriented and creative/ writing, and the ability to adapt content messages for multiple audiences across multiple platforms.

02 WORK EXPERIENCE

04/2023 — Present

Manager- Content Strategist at TimesPro

- Performing exhaustive research to gain in-depth knowledge of all customer personas
- Performing extensive research and analysis on consumer thoughts and trends
- Creating specifications and content appropriate for the brand's customer personas
- Strategizing content pillars and sub pillars
- Planning the editorial calendar and content proposition
- Collaborating with content management teams, creative teams, and writers to implement the strategy
- Overseeing writing style and tone for all content
- Developing content governance guidelines for tone, style, and voice of all content, and ensuring they are followed
- Developing editorial strategy, so content is consistent across all delivery platforms
- Conducting periodic content audits
- Tracking and calculating content ROI
- Ensuring that content strategy meets business objectives
- Strategizing and improving content delivery and promotion
- Analyzing content marketing strategy to evaluate whether it's working or not.

08/2021 — 03/2023

Freelancer- Content Writer at Freelancing

- Creating target audience profiles
- Learning their priorities and content needs
- Creating and managing social media campaigns
- Managing content marketing campaigns
- Implementing best_SEO practices
- Building strategic partnerships

05/2018 — 06/2021

Manager- Content Creator (Brand & Communication) at Sharekhan Paribas by BNP

- Conceptualized, created, and implemented a comprehensive content marketing plan for various investment products
- Re-defined brand communication guidelines to bring out the consistency and strengthen brand
- Established company-wide assessment ,recommendations, requirements, strategy, and execution of content marketing for different customer segments
- Developed content for customer life-cycle journey across the website, app, emailers, notifications, SMS, product ads, social media, FAQs, etc. ensuring to adopt SEO strategies
- Authored content for clients, franchise, and business partners for regulatory updates and leadership initiatives
- Proofreading and editing copies
- Content authored for various campaigns included – knowledge awareness, product promotions, festive promotions, rebranding campaign, contest marketing campaign, brand awareness

08/2016 — 05/2018

Manager- Communications at Angel Broking Pvt. Ltd.

- Ensure organizational initiatives and projects are successfully conveyed to employees and stakeholders by establishing internal communication and content strategy with the leadership team.
- Write, edit, and plan content for a range of internal communications media, such as a staff intranet, quarterly magazine, or regular email bulletin and newsletters. Ensure attractive content layout across digital platforms.
- Organizing new and unique ways to interact with and engage the community
- Crafting critical messages for certain groups, initiatives, or projects
- Storyboarding or translating ideas to the creative team.
- Ensure internal communications messages are consistent across all mediums and for different departments of the organization
- Respond to employee feedback and adjust communications content accordingly
- Implement, develop, and manage projects for a range of internal communication activities and initiatives

06/2015 — 08/2016

Sr. Executive - Marketing & PR at TrawellTag Cover More

- Plan and execute creative PR strategies
- Liaise with colleagues and key spokesperson
- Liaise with and answer inquiries from media, individuals, and other organizations, often via telephone and email
- Research, write and disseminate press releases to targeted media

- Collate and analyze media coverage
- Create content and edit in-house newsletters, case studies, quotes, articles, and monthly board reports
- Prepare and supervise the production of publicity brochures, flyers, direct mail leaflets, e-invites, photographs, advertisements, and multimedia programs
- Ensure regular updates on the website and social media platforms
- Actively owned and managed rapport through consistent engagement with users on social media sites such as LinkedIn and Facebook
- Conceptualize content for social media sites such as LinkedIn and Facebook
- Manage the PR aspect of a potential crisis
- Copy, edit, proofread and revise content

12/2013 — 05/2015

Freelancer at Freelancing

- Authored company literature and other forms of communication and content
- Create marketing and promotional materials - print and digital
- Copyedit, proofread, revise content, plan and deliver education courses and materials
- Recommend, implement and maintain site design and operation
- Promote products and services through public relation initiatives
- Develop marketing communications campaigns and thought leadership materials
- Create and deliver press releases, media relations content, case studies, newsletter content, and social media content
- Identify, develop and execute communications strategy for key media contacts and customer references
- Research media coverage and industry trends and develop fresh stories
- Conduct extensive media outreach
- Prepare briefing materials, agendas and conduct research

09/2011 — 11/2013

Executive- Corporate Communication at Print-Packaging.com

- Worked on all PR related activities for PackPlus South 2013 and PackPlus 2013- among the leading Total Packaging, Processing, and Supply Chain events in India
- Research, write and edit press releases, newsletters, articles, and blogs
- Designed and authored brochure and magazine
- Disseminate organization information on relevant websites
- Perform Social Media Optimization on various social networking sites
- Create awareness and promotion, for the exhibitions and allied conferences through digital PR
- Worked on the PackPlus 2012 exhibition, wrote press releases, newsletters, blogs, interviewed exhibitors and visitors

- Worked on the International Packaging Conclave, researched topics for the conference, managed digital PR and conference selling

01/2010 — 11/2010

Customer Service Assistant - Premier Dept. at Jet Airways

- End-to-end handling in charge of premiere guests for Jet Airways
- Liaise with the ground staff to ensure a smooth transition for guests
- Ensure a high level of customer satisfaction at all times

03 EDUCATION

Oct 2010 — Jul 2011

SVKM University

PGD-Advertising and PR

Mar 2003 — May 2008

Alagappa University

Masters in Commerce

Mar 2003 — May 2008

Alagappa University,

Bachelors in Commerce

Mar 2002 — May 2003

University of Mumbai

HSC

04 SKILLS

Adaptability

● ● ● ● ●

Critical thinking and problem solving

● ● ● ● ●

Effective Time Management

● ● ● ● ●

Ability to Multitask

● ● ● ● ●

Leadership Skills

● ● ● ● ●

Communication Skills

● ● ● ● ●

05 INTERNSHIPS

Feb 2011 — Apr 2011

Trainee - PR at SKVM's Narsee Monjee Institute of Management Studies

- Create reference material for media
- Update the current media database and adding new database
- Disseminate organization information on relevant educational websites
- Press release preparation and other PR activities

06 LANGUAGES

English

● ● ● ● ●

Malayalam

● ● ● ● ●

Hindi

● ● ● ● ●

Marathi

● ● ● ● ●

07 COURSES

Mar 2008 — Apr 2009

IATA UFTAA Foundation level – I course at IITC

Mar 2008 — Apr 2009

Diploma in International Airlines Travel and Management at IITC

Mar 2008 — Apr 2009

Certificate course in Computer Reservation System (Galileo) at IITC

Jul 2003 — Jan 2004

Diploma in Jewellery designing and a certificate in computer-aided design at IITC

08 PROJECTS UNDERTAKEN

Market survey of competing brands in noodles

Market survey of consumer behavior of Indian handicrafts

Worked on the Maslow hierarchy model on the staff of SVKM to understand their social needs

09 ACHIEVEMENTS

Awarded in Quiz Competition conducted by Kuoni Academy & the Embassy of Switzerland New Delhi, on the topic “Similarities in Diversities/Indo-Swiss bi-lateral relations in the field of S&E

First Place in the Annual Examination of eleventh standard held at Tilak College

Awarded for securing maximum grades in English at the eleventh standard conducted by Tilak College

Second prize in drawing competition conducted by General Education Academy

Second prize in drawing competition for All-India Camel Colour

**Certified for Divine Recitation Competition by Sri
Kanchi Kamakoti Preetam**

Certified by All-India Camel Colour Contest

10 HOBBIES

Travelling

Reading

Healing