**PRACHI BAKRE**

**Email**: prachi.bakre84@gmail.com

**Phone**: +91 9985616655

**SUMMARY**

With a passion for writing, and an unquenchable thirst to better myself, I bring to the table an experience of over 10.5 years writing and curating content for online and offline media, a deep understanding of SEO practices, social media marketing, and content marketing. Currently pursuing a course in Performance Marketing to move into Lead and Demand Generation.

**AT A GLANCE**

* An extensive experience of 10.5 years in the industry as an Editor, Content Developer, and Digital Marketer
* Worked with WalkingTree Technologies as a Lead Content Writer
* Worked with Aligned Automation Pvt. Ltd.
* Worked with **Janapriya Engineers Syndicate** as Asst. Manager – Marketing Communications
* Worked with **Tech Mahindra** as Senior Business Associate
* Worked with ***Foyr*** as Content Writer.
* Worked for ***Possibillion Technologies*** Pvt. Ltd. for 2 years and 4 months as Assistant Manager – Corporate Communications
* Prior to ***Possibillion***, was associated with ***Next Leap Career Solutions Pvt. Ltd.***, Pune, as Project Manager - Content.
* Started my career by working for **The Financial Express**, Mumbai
* Clear and concise communication and a flair for the language are my forte. Grammatical errors make me cringe, and missed deadlines are just a notion. My work drives me, as does good music and good food.
* I love meeting challenges head – on, and I thrive in fast – paced environments. I strongly believe in efficient team work and the need of enjoying your work.

**WORK EXPERIENCE**

# **WalkingTree Technologies**

# **Lead Content Writer** **(March 2022 – June 2022)**

* Led a team of 6 content writers, including a website designer, SEO specialist, and digital marketing executive.
* Established a content delivery system
* Initiated new practice for lead generation
* Established content writing standards in accordance with SEO guidelines
* Created new formats for marketing collateral
* Streamlined the process of social media sharing, set up best practices for social media marketing
* Reviewed content created by the team
* Collaborated with SMEs and stakeholders for updating marketing collateral
* Created a plan for content for all CoEs

# **Aligned Automation LLP/Aligned Automation Services Pvt. Ltd.**

**Sr. Executive – Content Writer & Corporate Communication / Consultant / Procurement Analyst**

**(February 2020 – January 2022)**

* Successfully established Confluence as the primary content management tool, and helped all teams migrate to Confluence
* Established standards for various documentation
* Created Standard Operating Procedures for all processes, ensuring all processes are well-defined with a clear scope and objective
* Helped establish a Centre of Excellence for a major client
* Helped fast track the client’s European raw material procurement
* Helped in cleaning up data of thousands of raw materials, and helped establish a standard for naming the raw materials, thereby removing discrepancies
* Ensured the client has processes in place to avoid compliance issues
* Created multiple reports on business intelligence, using Celonis Process Mining tool, SAP BW Analyzer tool, and SAP ZM\_RAWMAT
* Trained personnel on various processes

# **Stylus Events India Pvt. Ltd.**

**Content Writer (January 2018 – January 2020)**

* Event communication, Marketing communication, Marketing collateral, Sales decks, Website content
* SEO-optimized website content
* Incorporated SEO best practices

# **Janapriya Engineers Syndicate**

**Assistant Manager – Marketing Communications (August 2017 – December 2017)**

* Heading the content division
* Marketing collateral.
* Website content, blogs, e-books, and scripts for videos.
* Social media campaign content and metrics tracking (social media marketing)
* Digital marketing initiatives - competition analysis, PPC proposals
* Being a liaison between my team and the higher management.

# **Tech Mahindra**

**Senior Business Associate (March 2016 – December 2016)**

* Editing multi-vertical marketing collateral.
* Edited blogs for the company’s website.
* Case studies to identify solutions for future clients.
* I was required to edit and update the corporate presentation and the speaker notes every quarter.
* I had to write scripts for competency and vertical videos
* Writing and editing content for social media platforms while charting out a digital marketing plan.
* Agreement and contract compliance
* Editing white papers.
* Literature for client visits.
* Editing content for the company’s website

# **Foyr**

# **Content Writer (October 2015 – March 2016)**

* Established a product nomenclature standard.
* Set up their entire content division from scratch.
* Incorporated SEO best practices
* Keyword research and content development
* Edited a book written by an investor on affordable housing (housing for those hailing from the economically weaker sections of the society)
* Revamping website content.

# **Possibillion Technologies**

# **Assistant Manager - Corporate Communications (March 2013 – October 2015)**

# Content for clients’ websites.

# SEO-tailored blogs

# Content strategy and planning for clients.

# Internal content audit and editing.

# Marketing collateral, ad copy, press releases, and scripts for videos

# Mobile and web application content and user guides (SOPs)

# Social media marketing (Facebook and Twitter)

# Content marketing

# **Next Leap Career Solutions Pvt. Ltd.**

# **Project Manager – Content (January 2012 – February 2013)**

* Research online content for blogs
* Content marketing
* Keyword search
* Editing internal content
* Handling the content management tool (Wordpress)
* Sample placement papers
* Guest-posting
* Marketing collateral

# **The Financial Express**

# **Trainee Correspondent (May 2011 - December 2011)**

* Based out of Mumbai, the country’s financial capital, I was sent to cover multiple events every day and was required to write relevant reports after coming back to office.
* I was responsible for monitoring the foreign exchange market and writing a report at the end of each day. I was also required to spot trends, if any.

# **INTERNSHIPS AND VOLUNTARY ACTIVITIES**

**HelpAge India, Kolkata (October 2009 - December 2009)**

* I was involved in the Mobile Medicare Unit (MMU). It is a moving dispensary, manned with a qualified doctor, pharmacist, social worker and driver and is equipped with medicines.
* My work was to provide moral support to these old people.
* I was involved in promoting health consciousness amongst the elderly and their family members
* I encouraged attitudinal transformation with respect to the well being of the older people.
* I enabled many older people to regain their health and get back to earning their living, and thus not be dependent on others.

**CNN IBN, Mumbai (April 2010 - May 2010)**

* I went on a shoot with reporter Prachi Jatania and cameraperson Sumangal to the Bombay High Court.
* I went on a live link with cameraperson Jayant to actor/anchor Mini Mathur’s residence on the topic **“Are celebrities entitled to a private life?”**
* I went on a shoot with cameraman Chintamani to the domestic airport and then went to the Air India Headquarters in Kalina.
* I went on a live link with cameraman Manish to Malabar hill for the live interview of Mr. Homazd Sorabjee, Editor, Autocar.
* Apart from the aforementioned work, I transcribed, archived and ingested tapes. I also searched for archived footage.

**Hindustan Times, Kolkata (October 2010 - December 2010)**

* I went to several events and filed the reports.
* I sub edited copies for Jharkhand and Ranchi editions and sometimes for the Kolkata edition as well.
* I pitched story ideas, all of which got approved and worked on them.
* I worked on QuarkXpress briefly
* I gathered 22 bylines

# **OTHER PROJECTS UNDERTAKEN**

* **Project 1:** I accompanied Ms. Draupadi Rohera on a research project in Goa. I helped research plausible story ideas for the program “Inside Out” aired on BBC.
* **Project 2:** I worked as the City Desk Head for SIMCWire, an in house online news portal, for 4 months and gathered 13 bylines.
* **Project 3:** I had written movie reviews for an online portal, [www.fipaindia.com](http://www.fipaindia.com)

**EDUCATIONAL QUALIFICATIONS**

| **Degree** | **School/College & University** | **Percentage of Marks / CGPA** | **Year of Passing** |
| --- | --- | --- | --- |
| MMC (Masters in Mass Communication – Journalism) | SIMC – Pune, Symbiosis International University. | 2.4 | 2011 |
| PGDEM | NIEM (National Institute of Event Management), Pune | 60% | 2008 |
| B.Sc (Statistics) | Fergusson College, Pune | 73% (approx.) | 2007 |
| Higher Secondary (12th) | Carmel High School, WBCHSE | 64.1% | 2003 |
| Senior Secondary (10th) | Carmel High School, WBBSE | 75.37% | 2001 |

# **TECHNICAL SKILLS AND COMPETENCIES**

MS Office, Quark Xpress

**Achievements:**

* Helped in organising a number of events like *Pune International Film Festival, Pune Festival, Josh ’07,* beauty contests and product launches.
* I stood second in a state level spelling competition
* Participated in an international round table conference on the topic *“Pathways to Peace through Democratic Change”*
* Organised a Major Media Seminar, *Footprints* in 2009

**Other activities:**

* Was a district level basketball player.
* Participated in various inter and intra school elocution, debate competitions and festivals.

**Date:**

**Place: (PRACHI BAKRE)**