

# NITI GAJARLWAR

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## Summary

Currently supporting 'Russell Investments' marketing team with the production, localization, and governance of client-reports and sales-materials. Strong focus on data accuracy, visual presentation, and project-management across cross-functional and cross-regional teams. Skilled at turning complex information into clear, compliant, and visually engaging content. Seeking marketing specialist/marketing operations roles in investment management and financial services.

## Skills

- Data analysis and insights
- Project management
- Digital marketing
- Content creation and editing
- Report generation
- Internal communication
- Marketing operations
- Client reporting support
- Content localization and translation
- Digital and print asset management
- Cross-team collaboration
- Data accuracy and quality assurance
- Visual storytelling and presentation design

## Experience

### Marketing Specialist

05/2025 to Current

#### Russell Investments

Mumbai, India

- Manage monthly and quarterly client and fund reporting, ensuring data accuracy, consistency, and compliance before publication.
- Collaborate with product, investment, marketing, and sales teams to gather inputs, coordinate reviews, and secure timely approvals.
- Lead localization of English content into multiple languages using AI tools and TransPerfect, ensuring regional relevance and regulatory alignment.
- Own end-to-end publishing and lifecycle management of digital and print assets across Seismic and SharePoint, recommending updates based on usage insights.
- Manage workflows and priorities using Workfront, enabling efficient cross-team and cross-regional collaboration.
- Create high-impact presentations and factsheets using PowerPoint and Excel, transforming complex data into clear visuals and insights.

### Internal Communications Coordinator

03/2024 to 07/2024

#### Industrial Physics

Home based, United Kingdom

- Partnered with cross-functional teams to strengthen internal communication through strategic content planning and timely publication.
- Executed an internal engagement campaign using video content to clearly communicate company vision and values, driving increased employee engagement.
- Supported the marketing team in maintaining consistent messaging across multiple channels to enhance campaign reach and effectiveness.

### Digital Marketing Intern

08/2022 to 11/2022

#### Global commerce Media GMBH

Home based, Germany

- Conducted market analysis and trend research to inform digital marketing and content strategies.
- Produced engaging content for social media and email campaigns, contributing to a 25% increase in engagement.
- Supported outreach and brand partnerships by pitching to influencers and journalists, successfully

engaging approximately 30% of targeted profiles.

### **Social Media Intern**

**11/2020 to 02/2021**

#### **The social window**

**pune, india**

- Increased social media visibility and engagement by leveraging relevant hashtags, trends, and audience insights.
- Boosted website traffic by 30% through targeted content sharing aligned with audience interests.

### **Sales-and Marketing Intern**

**11/2019 to 01/2020**

#### **Ford Motor Company**

**Pune, India**

- Enhanced customer relationships by communicating with existing and potential clients through phone and email outreach.
- Secured 30% boost in social media engagement through strategic content planning and KPI tracking.
- Earned Intern of the Month recognition for significant performance and contributions.

### **Journalist Intern**

**11/2018 to 01/2019**

#### **Times of India**

**Nagpur, India**

- Converted press releases and local events into captivating news stories.
- Produced concise 60-word news items that were informative and clear.
- Synthesized insights from weekly interviews for the Sunday column's focus on social issues.

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## **Education**

### **Master of Arts: Public Relation And Strategic Communication**

**07/2023**

Leeds Beckett University

Leeds, United Kingdom

- Recognized as Best Performer in a client pitch project by Templemere.
- Dissertation:** Sustainable fashion through digital media campaigns in India.
- Hosted a podcast on the **“Future of Influencers,”** featuring industry leaders including Trupti Khamkar, Stephen Waddington, and Peter Shankman.

### **Bachelor of Arts: Public Relations And Advertising**

**07/2021**

MIT-ADT University

Pune

- CGPA:** 8.4 | Key Projects: Sustainable fashion brand launch (India); Banking sector rebrand
- Completed foundational studies in Journalism and Mass Communication

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## **Certifications & Licenses**

CIPR Equity, Diversity and Inclusion: Series 1

MKCL Photo Editor Certification

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## **Awards & Honors**

2nd place in essay competition by Engineers-Forum, awarded by Er. G. Madhavan-Nair

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## **Activities**

Delegate, 2018 World-Parliament at MIT WPU, Pune

IPC-participant, 2019 MUN Conference, Pune

Discussion with John-Buck, author of book Bossa Nova

Interviewed-Dr.N.V.Raman Rao, Director of NIT-Warangal

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## **Technical Skills**

**Marketing & Collaboration Tools:** Seismic, TransPerfect, ACA-Compliance, Workfront, SharePoint

**Data & Office:** Microsoft-Excel (data validation & reporting), PowerPoint (visual presentations);

Word, Outlook

**Digital-&Design:** WordPress, Photoshop, Canva