

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
Russell Investments | 05/2025 to Current
Mumbai, India |
| <ul style="list-style-type: none">• 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
Industrial Physics | 03/2024 to 07/2024
Home based, United Kingdom |
| <ul style="list-style-type: none">• 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
Global commerce Media GMBH | 08/2022 to 11/2022
Home based, Germany |
| <ul style="list-style-type: none">• 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.

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

Certifications & Licenses

CIPR Equity, Diversity and Inclusion: Series 1

MKCL Photo Editor Certification

Awards & Honors

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

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

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