

Aditya Narvekar

Portfolio

Work Experience



(Present)



Company Info

- AI-driven firm catering to the market research Industry
- Primary clientele is comprised of Fortune 500 companies focused in the Consumer Packaged Goods (CPG) space
- Specializing in the Healthcare and Food industry, Crewasis curates bespoke insights, unlocking the true potential of data and paving the way for informed decision-making and strategic planning. The mission is to illuminate the path to success for our clients with data-driven clarity and precision



Key Responsibilities:

- Partnering with DS (Data Science) team to mine open source consumer data in order to curate Industry & client specific insights and category trends relevant to innovation development
- Leading the Marketing Team and staying abreast of current environment and industry trends, digital advancements, oversee category and competitive analysis
- Contributing to creating and delivering growth opportunities with continuous product development, commercial innovation, through use of data analytics and market insights

Companies Collaborated With:





Tessa International School (Hoboken, New Jersey)

Marketing Analyst

Brand Info

- Tessa International School is a renowned private institution known for its exceptional bilingual education programs offered in three core language tracks: French, Spanish, and Mandarin
- It stands out as one of the largest bilingual schools in its region, setting itself apart with a distinctive approach to primary education (language immersion)
- Despite operating in a highly competitive and underdeveloped niche, the school continues to demonstrate unwavering commitment to providing outstanding educational opportunities



Objectives

01

02

03

Strengthen
Online Presence

Support Content
Marketing

Manage Google Ads
Strategy & Reporting

04

05

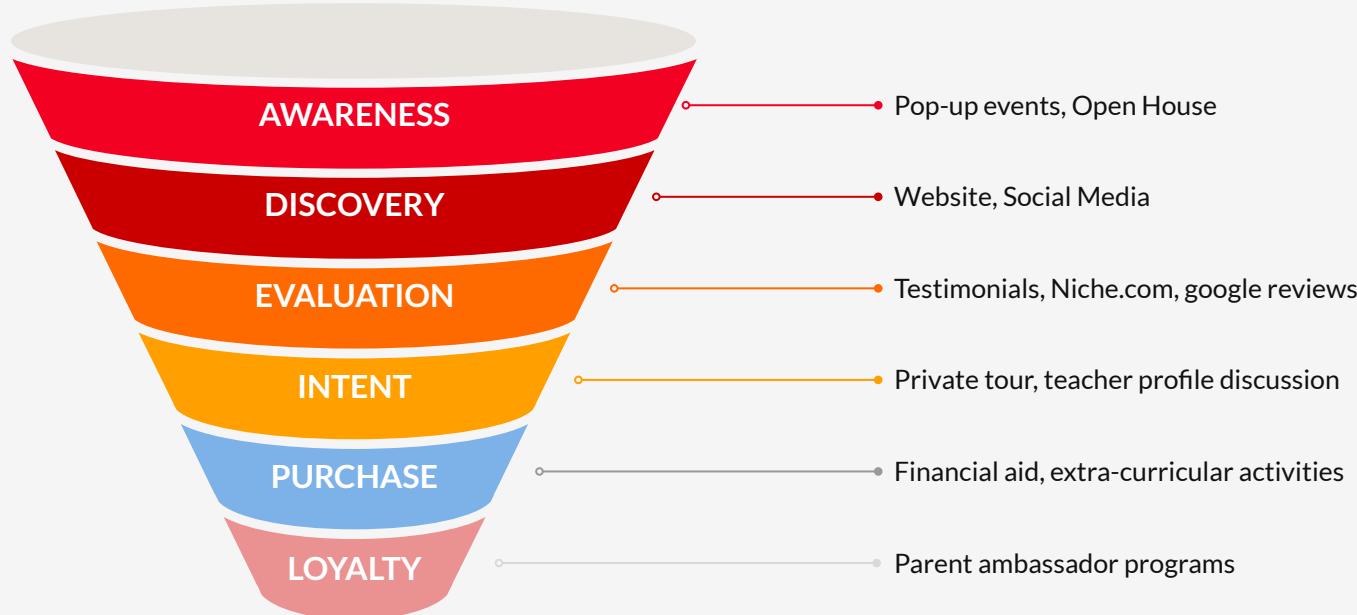
06

Optimize
Website SEO

Assist With Social
Media Operations

Conduct Surveys

Overall Marketing Funnel:



Recommended Google Account Structure:

Run simultaneous campaigns with distinct bidding strategies for click, conversion, and visibility objectives.



Content Strategy: Awareness

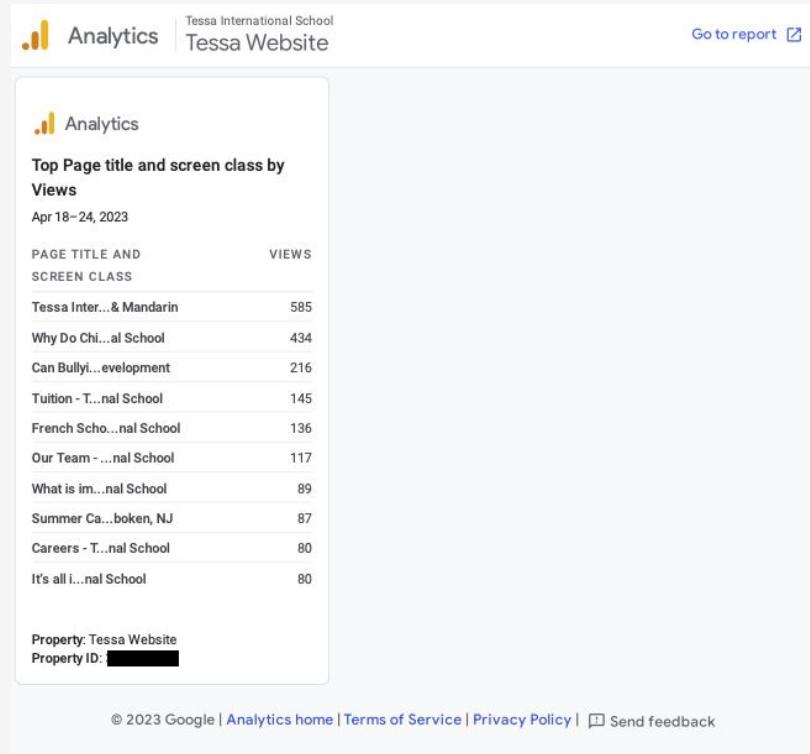
| | | |
|----|---------------------------|---|
| 01 | Instagram Reels | <ul style="list-style-type: none">• Day in the life• This or that• Day-time activities/Student profiles• Teaching showcase |
| 02 | Infographics | <ul style="list-style-type: none">• Benefits of bilingual education• Multiculturalism at an early age• Parenting in the digital age |
| 03 | Social Media Interactions | <ul style="list-style-type: none">• Interactive polls• SM contests• Free merch giveaway• Quizzes |

Content Strategy: Consideration

| | | |
|----|-------------------|---|
| 01 | Long form content | <ul style="list-style-type: none">• Blogs• Email marketing• Cold outreach |
| 02 | Youtube Channel | <ul style="list-style-type: none">• Term recaps• Field trips showcase• School values/mission |
| 03 | Teacher Profiles | <ul style="list-style-type: none">• Staff achievements• Teaching principles• Teacher book recommendations |

Blog post Reasoning:

- Blog posts are among the most organically visited pages on the website



- They act a great avenue to introduce the brand to a new user

Content Strategy: Conversion

| | | |
|----|------------------------|---|
| 01 | CTA Posts | <ul style="list-style-type: none">• Google/Facebook ads• Seasonal offers• Referral Programs |
| 02 | Testimonials | <ul style="list-style-type: none">• Parent testimonials• Year progression• Parent Polls• Surveys |
| 03 | Virtual/In-person tour | <ul style="list-style-type: none">• AMA session with key staff members |

Outcomes

Report Jan 23 to Feb

Customer ID: [REDACTED]

Jan 1, 2023 - Feb 28, 2023

Clicks ⓘ
671

Jan 1, 2023 - Feb 28, 2023

Impr. ⓘ
11.6K

Jan 1, 2023 - Feb 28, 2023

CTR ⓘ
5.78%

Jan 1, 2023 - Feb 28, 2023

Avg. CPC ⓘ
\$1.94

Jan 1, 2023 - Feb 28, 2023

Cost ⓘ
\$1.3K

Last 30 Days Ads Performance

Customer ID: [REDACTED]

Clicks Last 30 days

Clicks ⓘ
1.05K

Impressions Last 30 days

Impr. ⓘ
15.8K

CTR (Clicks) Last 30 days

CTR ⓘ
6.63%

Average Last 30 days

Avg. CPC ⓘ
\$1.19

Total Cost Last 30 days

Cost ⓘ
\$1.24K

Website ranking: (SEO)

| Rankings overview ¹ | | | | | | | |
|---|-------------------|---------------|----------|-----------|------------|------------|--------|
| SEARCH ENGINE | KEYWORDS | TOP 1-3 | TOP 4-10 | TOP 11-30 | TOP 31-100 | OUT OF IND | |
| >  USA | 50 ▾ | 28 ▾ 2 ^ | 8 ▲ 2 ▾ | 5 ▲ 1 ▾ | 4 ▾ 2 ▾ | 5 ▾ 1 ▾ | |
| KEYWORDS | URL | SEARCH VOLUME | 14 APR | 15 APR | 16 APR | 17 APR | 18 APR |
| benefits of french immersion | 🔗 | 10 | 1 ▲ 1 | 2 ▾ 1 | 2 | 1 ▲ 1 | 1 |
| bullying effects on child development | 🔗 | 0 | 2 | 2 | 2 | 2 | 2 |
| bullying impact on child development | 🔗 | 0 | 1 ▲ 1 | 2 ▾ 1 | 2 | 1 ▲ 1 | 2 ▾ 1 |
| children learn language faster than adults | 🔗 | 0 | 1 | 1 | 1 | 1 | 1 |
| define immersion in education | 🔗 | 10 | 1 | 1 | 1 | 1 | 1 |
| define immersion program | 🔗 | 20 | 1 | 1 | 1 | 1 | 1 |
| do children learn languages faster than adults | 🔗 | 0 | 1 | 1 | 1 | 1 | 1 |
| education immersion | 🔗 | 110 | 1 | 1 | 1 | 1 | 1 |
| effects of bullying on child development | 🔗 | 0 | 2 | 2 | 2 | 2 | 2 |
| fine and gross motor skills for preschoolers | 🔗 | 40 | 2 ▾ 1 | 2 | 2 | 1 ▲ 1 | 1 |

- Consistently landing in the top 10 for search ranking for targeted keywords.

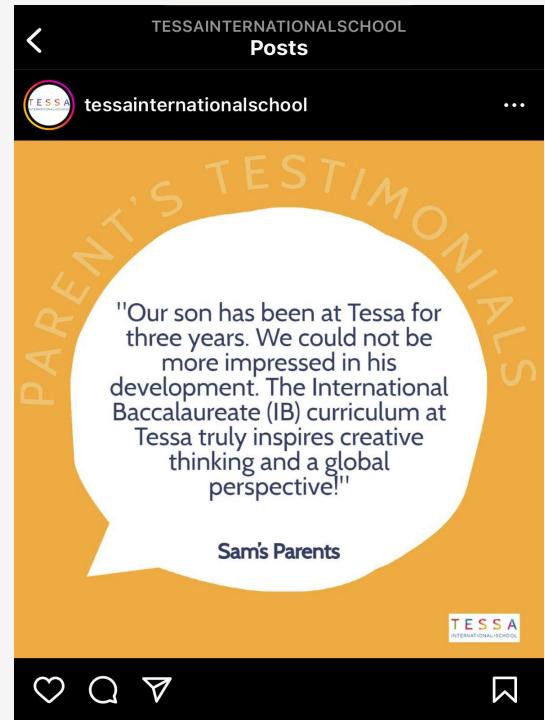
SM Posts



Student Profiles



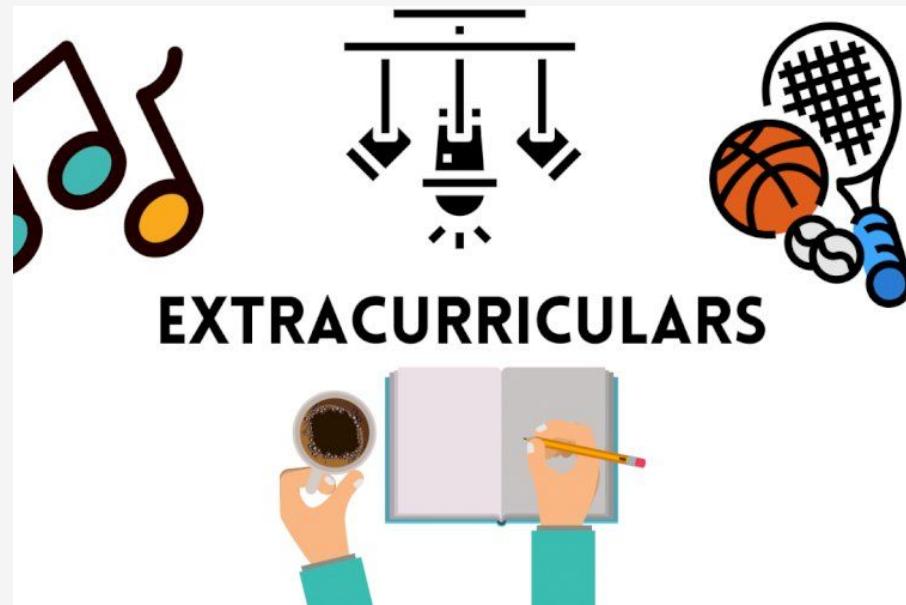
Teaching Principles



Parent Testimonials

Survey Findings

- Over 70% of parents expressed a willingness to pay extra for a school bus service for pickup and drop-off
- Parents were also inclined to invest more if the school expanded its range of after-school activities beyond the current offerings
- *The proximity of taekwondo and music classes to the school presents an excellent opportunity to bundle multiple services together and enhance the initial after-school offerings*





Prompt Structure (ChatQPT)

- **Adopt a persona** - "I want you to act as..."
- **Be specific** (clear instructions) - "the target audience is x and tone is y"
- **Limit the scope** - "Give me 10 examples related only to....."
- **Write more details** - "Character limit for each headline is 90"
- **Avoid leading the answer** - "The best headline usually starts with the word FREE"

Example: I want you to act **as a Google ads expert**. The target audience for this specific ad is **young parents** (aged below 35) and it should be in an **educational tone**. Give me **10 headlines** promoting only bilingual education and the **character limit for each headline is 90**.



Real Madrid (Madrid, Spain)

Fan Engagement
Associate

Brand Info

- The most successful team in European football, among the footballing elite
- Boasting over 500 million followers across various social media platforms, they reign as the most followed team in the world of sports
- ***However, engagement with fans under the age of 25 has been consistently low and shows signs of stagnation***
- ***Despite possessing a highly appealing brand, there's a noticeable challenge in translating this into substantial commercial success***

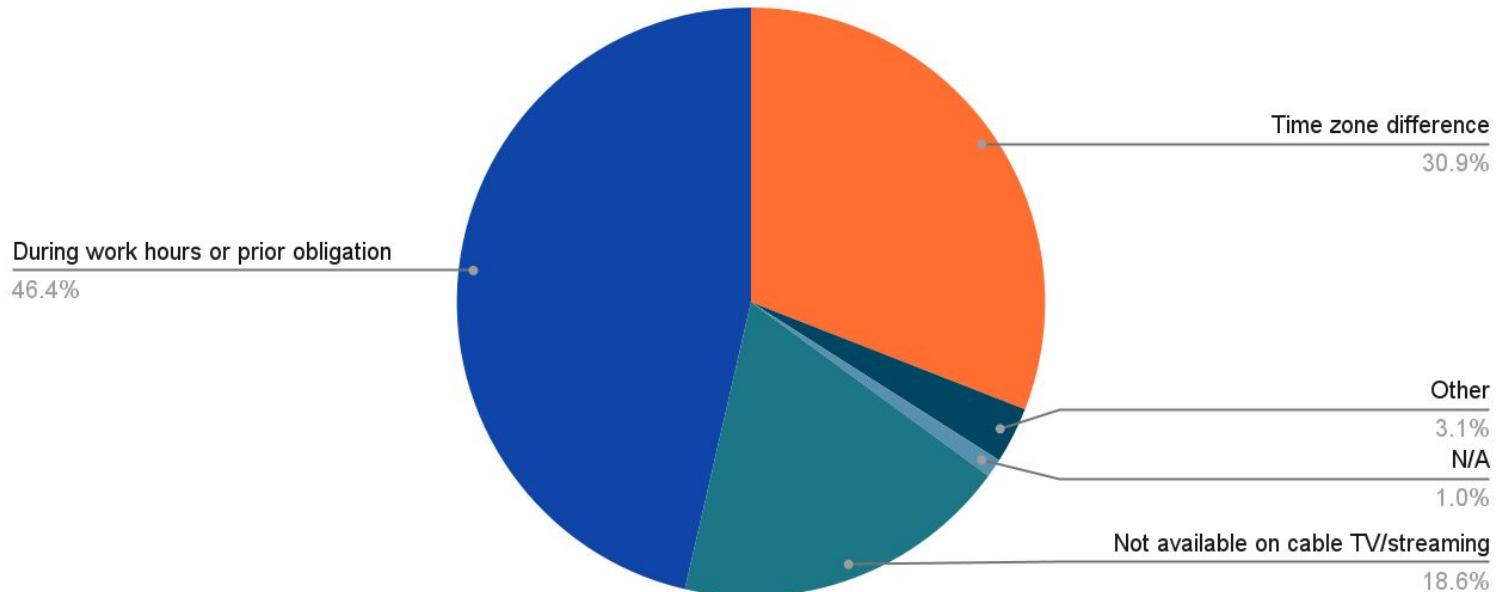


© Real Madrid



Research Findings (Project Deliverable)

If you do miss a professional game, what is the reason?



Research Findings (Project Deliverable)

Have you ever missed something in a professional sporting event you wished to see again immediately? ex.) goal, dunk, great catch, etc

Maybe

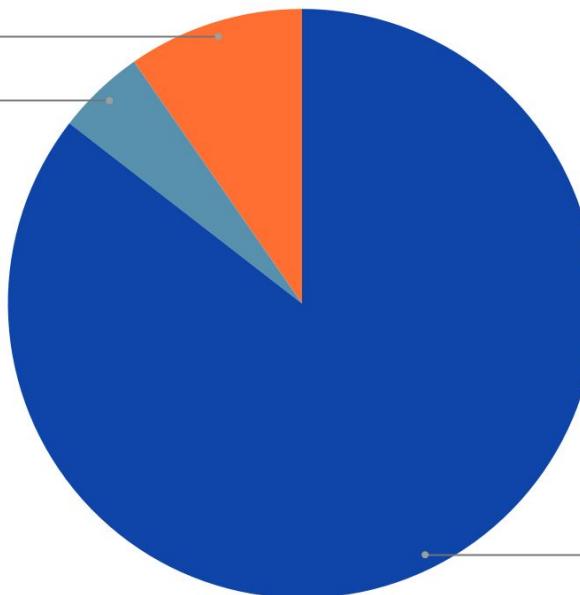
9.7%

No

4.8%

Yes

85.5%



Solution

A **QR code based app** for sports fans. A “one-stop-shop” for all of your favorite team, player, or league’s highlights.

EASY ACCESS

To highlights that can be found all in one place

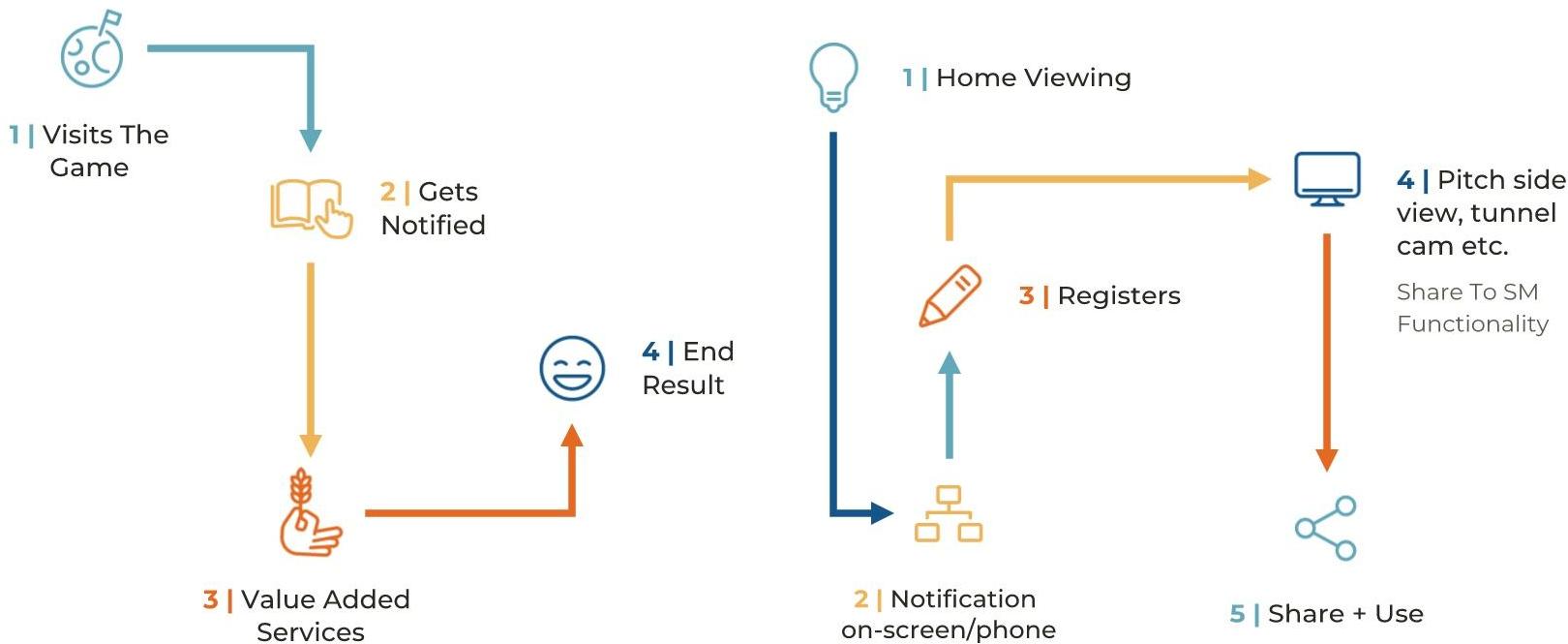
INSTANT VIEWING

Of the last goal, dunk, diving header, catch, etc...

ABILITY TO SHARE

The highlights with your friends and family during the game

Customer Journey Map





INJECTING CREATIVITY

A CAPITAL GROUP COMPANY

Cyringe Media (Mumbai, India)

Content Strategist

Key Activities

- First-time involvement in cross-functional team coordination, collaborating with teams in content, design, sales, analytics, and account management
- Successfully executed content strategies for diverse brands spanning education, sports, finance, gaming, and personal care sectors
- Was the point of contact between agency and brand executing content while adhering to brand values and principles

OUR FACTS IN NUMBERS

55

CLIENTS

11

INDUSTRIES

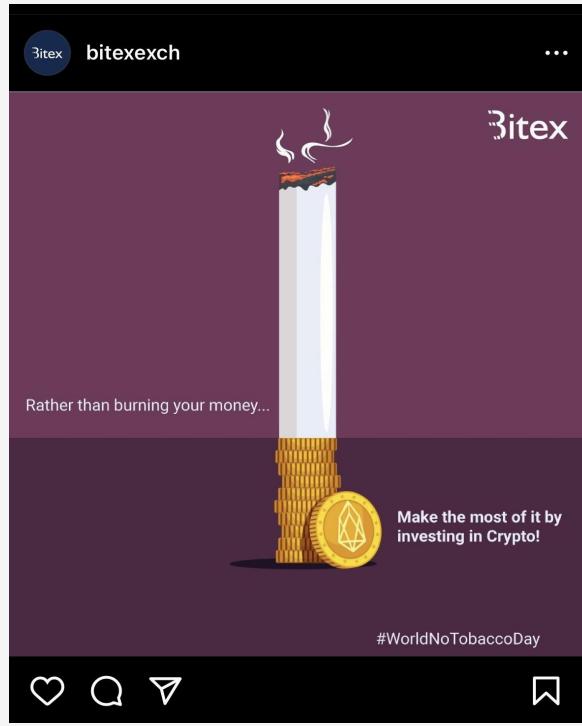
110 M+

IMPRESSIONS

1

HAPPY FAMILY

Featured Work



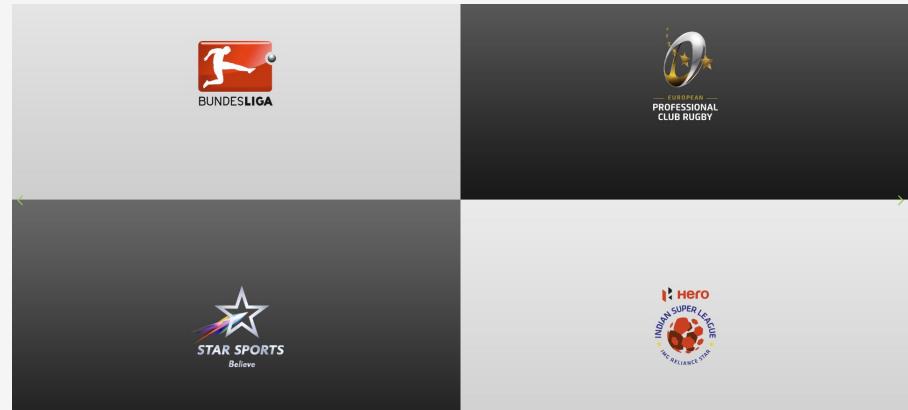


(Mumbai, India)

Content Writer

Key Activities

- Asia's largest sports media agency featuring an international clientele and having brand presence in every major sport played in India and internationally
- Tasked as a content writer for Jamshedpur FC a professional team playing in India's premier footballing competition the ISL(Indian Super league)
- Wrote an ideated various content pieces including match previews/reviews, opposition analysis, topical posts and long form video content.



Featured Work

Jamshedpur FC posted a video to the playlist Humans of Jamshedpur. ...
4 April 2018 ·

Our next episode of [#HumansOfJamshedpur](#) takes you to Café Regal. Here's the owner of the café, Mr. Varun Gazder, himself narrating the story of this small vintage place of happiness at the iconic Regal Building!

HUMANS OF JAMSHEDPUR

owner of Cafer Regal - located at the iconic Regal Building in Jamshedpur.

816 34 comments 73 shares

Like Comment Share

Jamshedpur FC •
4 December 2018 ·

👉 PEEEEEEEP goes the referee's whistle and we are underway against the Blasters! 🤘
All the best boys! 🙌
#JamKeKhelo #KERJAM

KICK-OFF

#JamKeKhelo

KERALA BLASTERS VS JAMSHEDPUR FC

67 2 comments

Like Comment Share

Interests

- Travel
- Gaming
- Writing



[Twitter Analytics](#) Home Tweets More ▾

Aditya Narvekar @Norvaykar

Account home

Page updated daily

28 day summary with change over previous period

| Tweets | Tweet impressions | Profile visits | Mentions | Followers |
|--------|-------------------|--|----------|---|
| 2 | 607 | 417 ↑595.0% | 2 | 34 ↑11 |

12 days so far...

Top Tweet earned 606 impressions

Excited to join the May Ship 30 for 30 cohort from @dickiebush and

Top mention earned 2 engagements

Rahul Nath

Get your Tweets in front of more people

ADVERTISE ON TWITTER

Get promoted Tweets and content open up your



Thank You



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[Profile](#)