

# Swarnali Nag

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## SUMMARY

MA graduate in Arts Management, Policy and Practice from the University of Manchester with 3+ years of experience in marketing, communications, and stakeholder engagement. I am actively seeking opportunities in the same. I am open to relocate. **I have the right to work in the UK.**

## EDUCATION

**Masters in Arts Management, Policy and Practice** | University of Manchester | UK | 2023 – 2024

- Modules: Arts management, Arts Marketing, Cultural Policy, Arts and International Relations

**Bachelors in Sociology Honours** | University of Delhi | Delhi, India | 2019 - 2022

- Modules: Cultural Sociology, Economic Sociology, Consumer Sociology, Ethnographic Film-Making

## WORK EXPERIENCE

**Marketing, Administrative & Teaching Co-ordinator** | Pagrav Dance Company | June 2025 - Present | Milton Keynes, UK

- Executed communications strategy for **Utsav 2025 (20th anniversary)**, reaching **180,000+ impressions**, increasing engagement by **40%** across Instagram, TikTok, and Facebook.
- Produced press releases, event copy, media kits, and digital content including videos and reels using **CapCut, Adobe Premiere Pro, and Canva**, boosting organisational visibility and content engagement by **45%**.
- Expanded strategic outreach and funding communications, building relationships with **15+ institutional partners and arts funders such as Arts Council, MK Community Foundation**, contributing to a **30% increase in funding inquiries**.
- Supported education programmes and workshops engaging **100+ participants**, ensuring smooth delivery and brand consistency.

**Marketing and Communication Executive** | University of Manchester | Jan 2024 - June 2024 | Manchester, UK

- Drafted press releases and leadership communications for senior management, maintaining a **100% accuracy rate** in outputs.
- Utilised **R and SAS** to analyse engagement and campaign performance data, identifying trends that informed strategic content decisions and improved reach by **25%**.
- Managed messaging for the **Bicentenary Festival**, coordinating **6+ departments** and improving audience engagement by **35%** through data-led communication strategy and audited CMS content for SEO compliance, raising site visibility by **20%** in internal analytics.

**Museum Assistant** | Manchester United Stadium | July 2024 - Dec 2024 | Old Trafford, Manchester, UK

- Interacted with **200+ visitors daily**, ensuring a **95% satisfaction score** in visitor feedback.
- Supported ticketing, CRM data management, and merchandising, streamlining customer operations by **15%**.

**Communications and Marketing Officer** | The Visual House | Sept 2022 - Aug 2023 | Delhi, India

- Led digital campaigns for **TBMuktBharat**, reaching **2M+ online users** through SEO, PR, and social media strategy and designed and optimised **campaign visuals and page layouts in Figma**, enhancing user experience and content accessibility across digital touchpoints.
- Drafted press releases and coordinated media outreach with **50+ regional and national publications** including **The Hindustan Times and Times of India**, improving campaign reach by **60%**.
- Analysed campaign performance via **Google Analytics and Tag Manager**, providing actionable insights that raised engagement metrics by **25%**.

**Culture and Media Intern** | Indian Council of Cultural Relations | April 2022 - Sept 2022 | Delhi, India

- Created press releases, newsletters, and event reports for international delegations, read by **3,000+ global subscribers**.
- Supported ASEAN Summit and cultural exhibitions, coordinating logistics for **20+ international delegates at The Taj, Delhi**.

## EXTRACURRICULAR ACTIVITIES

- Represented **India in Bulgaria & Romania** through Kathak (ICCR Cultural Delegation), performing before international audiences of **500+**.
- Performed at the **18th International G20 Summit 2023**, National Gallery of Modern Art, New Delhi, reaching **global media coverage**.

## LANGUAGES, SKILLS AND CERTIFICATES

- **Languages:** English (native), Hindi (native), Bengali (native), Spanish (basic)
- **Skills:** MS Office, SAS, R, Figma, Canva, Capcut, Adobe Suite, Google Analytics, SEO, CRM Systems, CMS (WordPress)