

Sarika Tainwala

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Career snap shot

Lead generation, telecalling, HR, marketing & content writing professional with 6+ years of experience

Objective

To evolve as a communications professional & contribute towards the profitability of the organisation

Employment chronicle

Content writing & voice over Risaya Media Ventures Private Limited. Bangalore, (Mar '22 -May '22)

Key responsibilities

- Write high-quality content for website, social media & marketing materials
- Edit content for all platforms before publishing
- Ensure all content is on-brand, consistent in terms of style, quality & tone of voice for all channels including online, social media, email, point of purchase, print & in-person
- Ideate & draft content for sales collaterals such as brochures, leaflets, e-books etc.
- Write, edit, proofread & review content for all courses
- Upgrade/suggest and review changes in academic content
- Recording voice overs to teach online training classes for courses offered

Communications manager Global Wings Media Pvt.Ltd. Bangalore (May '20- October '21)

Key responsibilities

HR & recruitment

- Source potential candidates from various online channels (e.g. social media and professional platforms like Naukri, Indeed, LinkedIn)
- Craft recruiting emails to attract passive candidates
- Screen incoming resumes and application forms
- Interview candidates (via phone and video)
- Advertise job openings on company's careers page, social media, job boards and internally
- Provide shortlists of qualified candidates to hiring managers
- Send job offer emails and answer queries about compensation and benefits
- Collaborate with managers to identify future hiring needs
- Sourcing potential candidates from various online channels (e.g. social media and professional platforms like Job portals, professional connections websites)
- Use various sourcing strategies to attract passive candidates

- Participate in job fairs and host in-house recruitment events
- Collaborate with managers to identify future hiring needs

Lead generation & business development

- Generated leads & identified new prospects via cold calling
- Cold called, identified decision makers & fixed appointments
- Reached out to new customers proactively through phone calls, emails, social media accounts
- Create & maintain a daily call & sales report
- Created, maintained & updated database of prospects/customers with complete information
- Approached clients independently & with strategy teams to present our offerings
- Developed estimates & business pitches in co-ordination with production, creative & servicing teams

Marketing communications

- Appointed vendors- Production houses, photographers, printers & designers
- Coordinate with internal teams & clients on creative development of marketing collaterals
- Managed marketing communication assets (Project information, source files, photographs, videos & collaterals)
- Conceptualize & design logos, brochures & collaterals

Content development

- Write clear, persuasive, catchy, original short & long form marketing content - Articles, blogs, social media post content, website content, leaflets, brochures
- Developed scripts for short videos
- Editing & proof-reading content
- Content development for strategic business pitches & executive presentations
- Create tag lines for group businesses

Lead generation manager

**iMagic Creatives Pvt. Ltd. Bangalore
(Sept '13- Aug '15)**

Key responsibilities

Lead generation

- Cold called & identified decision makers & set up appointments
- Generated sales leads through database & personal contacts
- Answered customer queries regarding products, services & pricing
- Set up & attended meetings with head of sales & creative with clients
- Developed estimates & business pitches in co-ordination with production, creative & servicing teams

Business development

- Approached clients independently & with strategy teams for credentials presentations
- Participated in new business pitches

Account manager

**Think IMC, Bangalore
(Aug '10- Sept '11)**

Key responsibilities

Tele-calling & business development

- Cold called & identified decision- makers
- Contacted new customers via personal network & social media accounts
- Send emails to prospects & customers
- Attended meetings & pitched for business with internal teams
- Managed the process from lead generation to conversion
- Developed estimates & business pitches in co-ordination with production, creative & servicing teams

Account management

- Co-ordinate with vendors for timely delivery of work & processing invoices
- Coordinate with different departments i.e. writers, designers & production to design & develop print ads for Peart Healthcare Pvt. Ltd.
- Timely delivery of ads materials
- Executed the PR plan for product launch at Le Meridian, as part of the Tydal hair oil campaign

Marketing Communications Manager

**Aegis BPO Services, Mumbai
(Mar '08- Aug '08)**

Key responsibilities

Internal communications for domestic call center

-Execution of end-to-end internal communications plan

Senior manager Marketing & Sales

**Infra Chemical Inds Ltd., Bangalore
(Nov '05 - Jan '08)**

Key responsibilities

Marketing & branding

-Developed collateral's & signage's for the company to ensure maximum visibility with distributors

Operations & logistics

- Periodic follow-ups for cheque collections & payments from key manufacturers & distributors
- Client relationship management for new business

Education

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| 2019 | Professional Course in Content writing- Digital Academy 360, Bangalore |
| 2016 | Writing School- Leads Learning & Development Solutions Academy, Bangalore |
| 2009- 2010 | Executive General Management Program (EGMP), IIM, B |

- 2005 Six months Management Development Program- Young Professionals Program (YPP); IIM,C
- 2003- 2004 Post Graduate Diplomas in Marketing Management- St. Josephs College of Administration, Bangalore
- 1999- 2000 100 hours Psychology Honors Program in Personal Growth & Interpersonal Relations, Bangalore
- 1998- 2001 B. Com- Mount Carmel College, Bangalore

Workshops attended

- * Writing techniques at Write Club
- * Nitin Sonis “Superpower Author Workshop”
- * Bloggers Meetups at Lahe Lahe on “Beating the Bloggers Block”
- * “Let’s Write” meet up at Dialogues Cafe by Author Anupam Dasgupta
- * Book launch and bloggers meet up by author Nikita Sony by Women’s Web
- * Times Lit fest events

Personal Information

- * Date of Birth : 13/01/1980
- * Address : #113, 2 street, Bank Avenue annexe, Banaswadi, Bangalore – 560043
- * Languages : English, Hindi, Marwari, Kannada
- * Hobbies : Glass and canvas painting, dancing, blogging
- * Marital Status : Unmarried

