

# **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**

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**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**

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

