

SAUMYA KAUSHIK

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Career Brief

Core Strengths

- ↻ Team Management
- ↻ Effective Interpersonal Skills
- ↻ Corporate Branding
- ↻ Media Management
- ↻ Creative Outlook
- ↻ Networking Skills
- ↻ Content Marketing & Online Branding

- ⇒ **Total 8+ years of vital experience** (*professional & freelance*) in diverse fields of writing, media and communications
- ⇒ Proficiency in the areas of PR, Marcom, Creative Writing, Digital Campaigns, & Team Management
- ⇒ Can drive external positioning of thought leadership
- ⇒ Author: Daughter of a Drunkard Monk, Miles Apart and Remote Work: The Future of Work
- ⇒ Ability to work under pressure, with tight deadlines in a fast-paced and dynamic environment,
- ⇒ Has the ability to conceptualize & implement effective social media & PR campaigns
- ⇒ Exceptionally capable of managing multiple tasks
- ⇒ Inclination towards Environmental Issues & Gender-Based Challenges

Experience Chronology

Affle

- ❖ Joined as Senior Manager – Marketing
- ❖ Reporting to Director
- ❖ Exited on a clean note as a consultant

- ↻ Creating & strategizing for various Social Media Campaigns
- ↻ Coordinating projects by communicating effectively with media & following all steps, thereby ensuring that project stays on track
- ↻ Working with creative team to bring ideas into the mix, offer suggestions, research, ability to share & constantly learn new technology
- ↻ Proof reading, editing and writing content for building up the brand image including informative short articles and Press Releases
- ↻ Coordinating and participating in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services

Vatika Group

- ❖ Joined as Relationship Manager – Corporate Communications
- ❖ Reporting to Manager/VP- Marketing

- ↻ Design content marketing strategies and set short-term goals
- ↻ Design and implement direct email/SMS marketing campaigns
- ↻ Develop editorial calendar, delegate tasks and ensure deadlines are met
- ↻ Deliver engaging content on a regular basis
- ↻ Identify vendors for execution of marketing plan in accordance with company guidelines
- ↻ Designing and implementing social media strategy to align with business goals
- ↻ Setting specific objectives and reporting on ROI

BLS International Services Limited

- ❖ Joined as: Assistant Manager – Corporate Communications
- ❖ Reporting to the VP – Marketing, Mergers & Acquisitions

- ↻ Responsible for planning towards achieving the vision of the organization in terms of branding
- ↻ Initiate and enter areas of the business for corporate awards
- ↻ Managing our public relations agency and helping ensure alignment of strategies throughout marketing calendar
- ↻ Work with manager and business units to determine event budgets and manage expenses to that budget
- ↻ Liaoning with Diplomats, Government Officials & Clients at different dais

- ✍ Curating Presentations & case studies for different platforms
- ✍ Writing Quotes/ speeches for Company's CEO/ Top Management

Notable Attainments

- ✍ Positioned the Brand from "A Somewhat known player in the market" to "A Thought Leader in the market" through constant media interactions & branding through print, electronic & online media
- ✍ Company received 6 prestigious awards due to appropriate presentation of the case studies at diverse forums in India & on global forums like Today's Traveller Award, Best Workplace Practices – CSR Asia, Middle East and Tourism Awards
- ✍ Adopted 3-sided approach including all kinds of Media (social media, Print & Electronic); Diverse Marketing Program (Recognition at Awards & BTL Activities – Economic Forums and Summits.); Appropriate Messaging through Marketing Collaterals delivering the right message to the target audience

Zomato

- ❖ **Joined As:** Content Editor (Neutrality)
- ❖ Reporting to the GM - Sales & Marketing

Role

- ✍ Writing for different channels – website, Facebook, Twitter, YouTube, Blogs & Newsletter
- ✍ Used SEO best practices to generate traffic for webpages at new locations
- ✍ Regularly produced various content types, including email, social media posts, blogs and white papers
- ✍ Actively managed and promoted the blog, and pitched articles to relevant third-party platforms
- ✍ Designed Marketing Collaterals/ Presentations/ Letters/ Quotes for Top Management/fundraising pitch-decks

Writing & Editorial Projects

Omji Publishing House and First Step Publishing

(URL: https://www.amazon.in/Saumya-Kaushik/e/B071HLX9JL/ref=ntt_dp_epwbk_0)

- ❖ Published Author of Four Books by Omji Publishing House, namely – Daughter of a Drunkard Monk, Miles Apart, Meri Kalam and The Future of Work: Remote Work
- ❖ Freelance Editor – Edited 15 Manuscripts across different genres
- ❖ Contributory Author – Minds at Work 3 (an anthology) for First Step Publishing
- ❖ Guest Faculty at Sri Aurobindo Centre for Arts and Communication

Freelance Experience

- ❖ **Project: - Drupper.com, Make my Trip.com and She The People TV**
Content writing for yatra.com/Make my Trip - Blogs and Articles
- ❖ **Project: Sattva Consulting, MelpApp and You Can Foundation**
Building content (Articles, blogs, one-liners, Press Releases, Technical Descriptions)
- ❖ **Project: Spring Air, Entrepreneur.com, and Zomato.com**
(ORM Write-Ups & Food Review Write-Ups on said platforms)
- ❖ **Project: Half Baked Beans, Women's Web and Speaking Tree (Times of India)**
(Blogs and Research/Opinion Pieces on said platforms)
- ❖ **Project: Your Story and Purple Pen**
(Published Contributory Articles on Education and Professional Growth)

Academics

- ✍ Certificate Program in Creative Writing – Shri Aurobindo Centre for Arts & Communication, 2018
- ✍ Advanced Diploma in Digital Marketing from Delhi School Of Internet Marketing, 2017

- ↵ MA English Literature – Jamia Milia Islamia, 2017
- ↵ B.A. English (H) from University Of Delhi, 2015
- ↵ 12th from KV KRISHNA NAGAR, 2012
- ↵ 10th from BNPS, RAM VIHAR, 2010

Personal Details

Date of Birth : April 17, 1994
Nationality : Indian
Personal Traits : Hardworking, keen learner & committed to excel in my work
Hobbies : A complete extrovert and empath, love to explore new destinations and interact with people of diverse cultures & understand their point of view, reading novels, writing poetry and prose