

SHRUTI SURESH


CONTENT WRITING, MARCOMM, CLIENT SERVICING


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SOCIAL

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PROFILE

I am a passionate content professional with wide-spread experience in brand marketing and communications. I look forward to develop my skills and apply wherever relevant to benefit the organization and myself. My passion for learning and growth allows me to do my best work, and my people skills add momentum to it all.

PROFESSIONAL EXPERIENCE

Manager Editorial & Publications

TownTrendz Media Pvt. Ltd.
Feb 2015 - Oct 2015

- Oversee end-to-end content strategies in production of a hyperlocal fashion & lifestyle print magazine; Manage digital presence of the brand, network with bloggers, PR representatives & niche celebrities; Business development

Founder

The Shrewdy Creative Services
Jan 2013 - Feb 2015

- Independent venture catering to clients both national and international across fashion, lifestyle and wellness sectors. The firm offered marcomm consultancy, web/offline content creation and digital media marketing.

Senior Digital Media Consultant

Phantom Ideas
Mar 2014 - Dec 2014

- Worked on a nonprofit organization account that generates awareness about heart health. Role involved designing optimized social media strategies that generate a loyal fan base sustained engagement, and spread brand awareness to the right TG.

Content & Social Media Executive

Silver Ties Design Studios
Apr 2013 - Feb 2014

- Managing fashion, retail and FMCG client accounts, developing social media marketing strategies, digital content creation, business development (marketing & sales), creative design, online reputation management.

EXPERTISE

- Writing
- Consulting
- Public Relations
- Digital Marketing
- Blogging
- People Management
- Marketing

EDUCATION

2007 - 2011

Bachelor of Technology, Major in Industrial Biotechnology

SASTRA University

GPA: 8.1







2012-2013

PG Diploma, Broadcast Journalism

NDTV-IndiaCan Affiliation with Mahatma Gandhi University

Short Course

SKILLS

- Leadership 
- Communication 
- PR 
- Strategic Planning 
- People Skills 
- Public Speaking 

INTERESTS

- Fashion
- Lifestyle
- FMCG
- Events
- Media/Entertainment
- People

REFERENCES

Shrikar Shivakumar

CEO, Silver Ties Design Studios
shrikar.shivakumar@silvertiesdesignstudios.com

Priya Korrapati

Mentor, eMedEvents
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