



A Creative Professional with 4+ years of total corporate experience spread across Content Writing, Marketing, Media Strategy, Content Creation, with a breadth of experience in sectors – Media, Localization, Technology.



NIKEETA VARIAVA

TOOLS

- Microsoft Office: Word, Excel, Powerpoint
- Design+ Content: MS Publisher, Canva, LMS
- Marketing + Media: comScore, Broadcast BARC, CampaignWatch, Frrole Social Media Listening, JIRA

SKILL SET

- Instructional Design
- Content Creation
- Content Writing
- Visual Storytelling
- Media ROI Analytics
- Marketing Research & Insight

PASSION

I am passionate about bringing together impactful storytelling, to devise insightful reports, storyboards, presentations, insights for the clients on the basis of research, insight, content, data, analytics.

CONTACT DETAILS

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Mumbai (Bombay), India

January, 1990

TOTAL CORPORATE EXPERIENCE (52 MONTHS)

MEDIA CONTENT CREATOR

FIVE SECONDS AGENCY (CYCLE VENTURES GROUP)

Remote | June - July 2020 (2 months Project)

- Conducted keyword research and used SEO guidelines to optimize content
- Coordinated with marketing and design teams to illustrate articles
- Created data-driven marketing materials to advertise agency's services

MANAGER (CREATIVE SERVICES) 18 Months

ZXM TECHNOLOGIES

Mumbai | Sept 2018 - Mar 2020

- Delivered excellence in Print, Storyboards, Powerpoint based outputs and contributed towards revenue generation for the business unit
- Managed all creative services, explored trends, spearheaded projects' delivery
- Curated writing inputs such as infographics and documents based on evaluating the content

MANAGER (MEDIA STRATEGY) 14 Months

GROUPM MEDIA LIMITED (MCONSULT AGENCY)

Mumbai | June 2017 - July 2018

Worked with clients - P&G, LO'real, Lenskart, Nokia, Future Group, IPL on Media Analytics, Brand Insight, Social Media ROI, Digital Investment Impact Projects

- Analyzed and synthesized information from a variety of media channel sources and developed strategic media insights
- Designed and created strategy deliverables including presentations, reports, media promo mailers, creatives as per client's brief
- Achievement: Created and edited Global Reports (Campaign Watch for ICOM awards in Spain) and 2 National level reports, on yearly basis, tracking and analyzing competition, media & category activity, to serve as a mechanism for continuous review and recommend course correction strategies

WRITER (GLOBAL CONTENT DIVISION) 18 Months

LIONBRIDGE TECHNOLOGIES

Mumbai | Dec 2012 - May 2014

Worked with clients BCG, PCI, Security Innovations on Media, Content & Design Projects

- Designed, created, edited 20+ storyboards, content, documents as per client's brief
- Reviewed final product, mapped audio content, and provided feedback to the client
- Supervised SMEs, graphic designers, integrators, IDs, sound engineers, testers = to ensure final project delivery

EDUCATION (ACADEMIC HISTORY)

MASTERS DEGREE IN MANAGEMENT STUDIES (MARKETING MAJOR)

Jamnalal Bajaj Institute of Management Studies (JBIMS), Mumbai University
Committee: Sponsorship Volunteer, Inter-collegiate Prayaag festival, JBIMS

BACHELORS DEGREE IN TECHNOLOGY

Usha Mittal Institute of Technology (UMIT), S.N.D.T. Women's University
Committee: Content Manager, ECell, National Entrepreneurship Network NEN

ACADEMIC ACHIEVEMENT

- Secured 95.6 percentile and ranked among top 4.6% (out of 57,000+ students) in Management MBA Common Entrance Test CET
- Secured 97.7 percentile in English and 89.2 percentile in Logical Ability in Aspiring Minds National Employability Test
- Secured '4 on 5' Score in Cubiks Intermediate Employment Aptitude Test , with 71% score in Verbal Section
- Awarded 'DreamToLearn' scholarship among 100+ students across India, Twenty19 platform

- VERBAL ERUDITION
- Achieved C2 Proficient Level in English, Common European Framework of Reference (CEFR) Test
 - National-level Winner, 'Summer Saga 2016' Writing Contest , InsideIIM portal
 - National Winner, 'Your Story Contest ', Internshala web portal

- INTERNSHIP+ LIVE PROJECTS
- Full-time Marketing internship at Abbott India Limited 2 Months
 - Live Project: Strategic Research Techniques, Shiksha.com
 - Live Project Project 3: Business Writing, Shiksha.com