

Manish Vasudevan

CONTENT WRITER
BRAND MANAGER

SUMMARY

Seeking an opportunity to leverage project management, communication and writing skills along with being efficient and driven to undertake the responsibilities for the success of the organisation.



WORK EXPERIENCE

Senior Executive

Sobha Ltd 2020 - Present

- Managed and repurposed brand identity for Metercube
- Developed content inventory for Metercube website
- Developed product catalogues and ran cohesive marketing strategies on social media platforms

Associate, Content

Zamstars Management Services Pvt. Ltd | Jan 2019 - Present

- Managed and coordinated multiple brands in F&B, Realty and Technology sectors.
- Ideated and executed on various social media and conventional advertising campaigns across different sectors.
- Ideated and executed on visual concepts for brands in F&B sector. Video shoots and independent photo shoots executed as well.
- Worked on marketing strategy, branding and positioning for various brands inclusive of websites and UX inputs.

Writer and Editor

IndiancarSBikes.in | 2015 - 2016

- Undertook car and bike reviews to be published on official website.
- Proof Read and Edited multiple articles.
- Generated content for all channels.

ACADEMIC HISTORY

• Christ Junior College

PUC BOARD | 2011 - 2013

Passed in second division PUC Board

• Air Force School

CBSE | 1998 - 2011

GPA: 8.2

Passed in First division CBSE Board

CORE SKILLS

Writing - Short & Long Format
Campaign Conceptualization
Communication
Brand Strategy
Analytical Thinking
Storyboard Creation
Visual Content Ideation

INTERESTS

Photography
Scripting
Trekking and Expeditions
Event Management
Music
Basketball

WORK REFERENCES

Rishab Sharma

Senior Associate, Brand, Zamstars
Email: rishab@zamstars.com

Shivakumar Vishwanathan

COO, Zamstars Management Services
Email: shiva@zamstars.com

Sivaram Kuppachi

CEO, Zamstars Management Services
Email: kuppachi@zamstars.com

NOTE WORTHY ACCOMPLISHMENTS

By lending my services to the organisation and brands that I've worked in the past, collaboratively we could garner advances of monetary gains plus exceptional engagement and awareness. Here are a few pointers

- Successful planning and execution of multiple long term campaigns for digital landscape
- Conducted successful brand refresh along with asset creation and relevant branding
- Comprehensive targeting and positioning with assessed insights
- Video content ideation, scripting and execution produced and executed hospitality brands and realty clients
- Effective relations with clients and consumer retention.
- Website optimization and sanitation with design inputs as per client request.

CLIENTELE

HOSPITALITY

Four Seasons Hotels
The Chancery Hotels
The Pump House
Aurum Brew Works
Alchemy
Sheraton Grand
Trident

REALTY

Durga Petals
Mugabu Sports

TECHNOLOGY

NASSCOM COE- DSAI
iBUS TECHNOLOGIES
MicroGenesis Technologies

EDUCATION

Tatva Global School
Sri Eshwara College of
Engineering

MANUFACTURING

Petron Petrochemicals
Bangalore Refinery
Studio Young Designs

CONTACT DETAILS

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