

Shruti. A. Namjoshi

Integrated Marketing Communications : Content Marketing, Digital Customer Engagement, PR & Events

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PROFILE SUMMARY

I am a Strategic Thinker and a Balanced Leader with Proven Operational Excellence spanning two decades in Integrated Marketing Communications, serving B2B- IT and diverse B2C-sectors. I have been recognised consistently for 8 years as 'Best Performer' at individual & team level for creating differentiated brand value, brand reach and brand impact in Global markets establishing People & Organisations as 'Thought Leaders' in their Industry segments.

Presently I am engaged for Leading successful Digital Communications for University Brand, 100+ Study Programs, 10+ Social Initiatives, National Level Government of India Projects and Personal Branding of top Leadership. I possess demonstrated abilities in high-end thoughtfully curated Content Development that has consistently fuelled Sales & Marketing Success Stories and have set Benchmarks with lasting impact in customer acquisition journey of Global Businesses.

OBJECTIVE

To lead as Head Strategic Marketing Communications & Content Development for Global Organizations establishing them as Leaders in their Digital ecosystem resulting in benchmark Customer Engagement & Customer WOW!

AREAS of STRENGTH

Oct 2017-Till Date-

- Effective & Successful Digital Marketing for World's Biggest Dome-the World Peace Dome at Pune for last three years
- Successful Digital Marketing Consultation extended to office of Kerala Legislative Assembly

2008-2016:

- Ensured International PR & Branding through Featured Case Studies in Top Industry Publications- KPMG, Ground Handling International, KELLOGG B-SCHOOL Publication on Innovations in 'Supply Chain Management', thus laying the foundation for my organisational Brand to receive Industry Recognised Awards at National & International forums for 8 consecutive years.
- Ensured 25% Savings on overall Marketing Spend. With Media Score of 160% and Lead Conversion ratio of 1:10
- Established 'Thought Leadership Conference' an annual property event today, for Target Personas-from Ideation, Conceptualization, Content Formulation to Experiential Brand Marketing assuring 70% conversion and at 1/3rd the cost with In-house team at an International Destination.
- Created Permanent Inroads in International Markets through Highly Effective Management & Leadership Positioning locking many complimentary Speaking Opportunities raising long-term Brand Equity.

PROFESSIONAL EXPERIENCE: 16+ Years, MBA- Marketing (University of Pune), Digital Marketing Certifications -University of Illinois, LinkedIn & Coursera

Current Employer- MIT World Peace University-Pune (Since October 2017)

Designation: Senior Manager-Corporate Communications

About MIT-WPU-MIT-WPU is part of 70+ Institutes Strong MIT Group of Institutions serving KG to PG and Doctoral Studies. It adopts a Holistic approach towards delivering education to its students and has 10+ Faculties & Schools, 6 specialized departments, 10 key National Initiatives and more than 20 prominent Student led Campus Clubs. The university incorporates a unique Peace Program as a part of its curriculum, supports UN SDGs and is committed to imparting Value-based education.

Job Role: To ensure Integrated Marketing (Digital) Communications across verticals & initiatives.

Key Deliverables:

- **Digital Communications & Campaigns-** Defined Social Media Engagement **Structure & Guidelines** being followed by Senior Directors.
- **Content Marketing & Development for Admissions, PR**
- **Leading Strategic Personal Branding of University Leaders**
- **Leading & Managing Social Media Marketing Outreach** for 10+ National Level Social Initiatives (Conference & Events) of the University & World's Biggest Dome-'The World Peace Dome'.
- Regulating **Unified Brand Communications** on Social Media & Website for the University Achievements, Campus Initiatives, strengthening the network of connections for Management/Leadership, Personal Branding & Reputation Management.
- **Achievements-**
 - Consistently Led the Digital Campaigns for **National & International Level Social Initiatives** of the University
 - For 'World Peace'- Led the Digital Campaign for the Inaugural of '**World's Biggest Dome**' in 2018 at the hands of Hon'ble Vice President of India-Shri. Venkaiah Naidu. Have been leading Digital Campaign for World Peace Dome & World Parliament each year from 2nd-5th October. The monument is dedicated to public for Promoting a Culture of World Peace
 - For 'Youth Empowerment' in Indian Politics- Extended Successful Digital Marketing Consulting to Govt.of India Kerala Legislative Assembly, for its 'National Students Parliament' in 2019, which translated to 100% registrations in short-intense 15-20 days digital campaigns. **Led Digital Campaign for the mega '10th Bharatiya Chhatra Sansad (BCS)' held at Vigyan Bhavan-New Delhi. Attended by Eminent Guests like-Late.Pranab Mukherjee-Former President of India, Venkaiah Naidu, Amarinder Singh, Kailash Satyarthi, Kiren Rijiju** among others, BCS is a movement committed to encourage Educated Youth to select Politics as their Profession for strengthening Indian Democracy.
 - For 'Developing Teachers'- **Led 'National Teacher's Congress'-an initiative committed for the development of Indian Teaching fraternity worldwide**, such that they are empowered to create positive influences on Indian Youth, Society and thereby the Nation
 - For 'Women's Empowerment'- **Leading Digital Campaign for 'National Women's Parliament'** -largest platform that brings together 18000+ Women from all walks of life committed
 - For 'Rural Upliftment'-**Led Digital campaign for 'National Village Head's Parliament'**-Sarpanch Sansad with the motto 'Developing Villages. Strengthening Nations'.

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- Instrumental in **bringing collaboration** between diverse social media entities within the University enabling organic promotions movement between 50+ Faculty & Schools, Student Clubs, Tech-Innovation Brand Identities regularly following each other.
- Established MIT-WPU website in record time with all SEO optimized contents for 10+ Faculty Specializations & 20+ Strategic Initiatives.

Independent Marketing & Communication Consultant to B2B & B2C businesses- **Jan 2017- Sept 2017**

Project Summary: Worked as an independent marketing consultant to multiple B2B and B2C players involving IT, non-IT & Manufacturing Companies. The nature of work involved helping clients develop relevant content & design for their websites, newsletters, social media posts, presentations and other marketing collaterals, developing corporate communications & branding guidelines, Video scripting, PR & Media Engagement.

Major Clients: Thermax-Pune, Xotik Frujus-Mumbai, H4ALL-homeopathy portal, Diamond Delight, Smile Automation Pvt Ltd, Kshan TechSoft, Celebrity Dietician-Avanti Deshpande

RECENT EMPLOYMENT-Integrated Marketing Communications (B2B- IT)

Kale Logistics Solutions Pvt Ltd. (previously Kale Consultants Ltd), India **July 2008- Dec 2016**

About Kale: Kale is a leading International IT solutions provider to entire Logistics Supply Chain covering Air, Ocean, 3PLs and Road Transport Industry with offices worldwide. Driving on its domain knowledge Kale Logistics has been the harbinger for many pioneering technology-driven solutions that have changed the face of its 500+ clients' businesses. Working with noted Indian & Global Industry Associations such as CII, FFAI, ACCAI, IATA, TIACA, TIFFA, FIATA, FIEO, ASA among others, it is one of the Global Technology Leaders in the area of Cargo Trade Facilitation. Visit www.kalelogistics.com

Job Role: Heading the International Marketing & Corporate Communications function reporting to Director & Management Team. Responsibilities involved developing & executing an Integrated 360 degree Marketing communications strategy covering all forms of External & Internal Communications, Go-to-Market, Online Media, PR & Print Media, Global Conferences and Creation of Property Events to drive-up Brand engagement, Brand Recall and Brand Positioning. Supported by a team of 3 people & Agency the marketing impact consistently helped Kale expand client footprint across Middle East, Africa, Europe, APAC and US across its Target Market.

Designation: Marketing Services Manager

Key Deliverables

- **Online-Offline Communications:** External & Internal Communications, Qrt/monthly Customer Newsletters & Industry Newsletters, Articles, Guest Columns, marketing collaterals-brochures, presentations, case studies, whitepapers, Website Content, Social Media engagement, and E-mail marketing.
- **Brand Building:** Maintaining Brand consistency by setting Corporate Communications Guidelines and standardizing the same. Collaborating with various Internal Heads and External Stakeholders for Brand building through Events, Partner programs and Special 'Thought Leadership' initiatives. Extending Additional Branding Support for Internal Branding & HR Initiatives, Advocacy & Support to CSR Initiatives, Organizing & Anchoring Company Anniversary program & other cultural festivals.
- **Customer Engagement & Outreach:** Responsible for reaching out to the International Target Community through various communications channels & client touch points with planned Stakeholder Engagement, Brand building & communications, E-mail marketing & tracking, Newsletters, Media vehicles, Events, Social-media & Website

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- **PR & Media Engagement:** Making Media Plans, Messaging and Measuring Media Effectiveness across Print & Online Media- both local & international.
- **Event Management:** Event Planning & Co-ordination for local & international trade expos, Creating Thought Leadership Property event from concept to execution, Creating Presentations, Managing Booth design, Overseeing Procurement & Vendor Management, Conceptualizing & Executing Campaigns, Filing Award Nominations in Premium Forums, Ensuring Strategic speaking opportunities for Key Experts & Leaders from Kale Logistics Nationally & Internationally-thereby creating pathways for Business Development.
- **Market Study:** Conducting online surveys and presenting the analysis; Briefing, co-coordinating and ensuring output from agencies for outsourced market research projects. Tracking Markets & Competition

Key Achievements:

- 2015-16: Ensured **25% Savings** on overall Marketing Spend. With Media Score of 160% and Lead Conversion ratio of 1:10
- **"CEO's Choice Award"** to Marketing Group in August 2011 for efficiently executing all External & Internal Marketing Efforts & Initiatives and in year 2012-2013 for generating remarkable traffic to website and through email campaign
- Rated an **"Outstanding performer"** at Individual, Team & Company Level during the appraisal for the year 2011-2012 and promoted & rewarded in accordance from Sr. Content Writer Role
- **Galaxy of Stars** Team award in April 2011 for contributing towards creation of world class product video.
- Rated an **"Outstanding performer"** at Individual, Team & Company Level during the appraisal for the year 2008-2009 and promoted & rewarded in accordance
- **Rising Star Award** (for Exemplary Individual Performance -October 2008) & **Galaxy of Stars** (Team Award for being the best performing team in 2008).

PAST EMPLOYMENTS (B2B-IT & IT Education)

3i Infotech Ltd, Mumbai, India

March 2004 - January 2006

About 3i Infotech: Formerly known as ICICI Infotech, 3i Infotech is a global Information Technology company. Visit www.3i-infotech.com

Job Role: Business Development Executive (Global Marketing Team)

Key Deliverables: Developing Content for Marketing Materials like-Direct mailers, White Papers, Newsletters, and Brochures; Sales Support, Lead Generation & co-ordination for MEA & South -East Asia focusing on ERP & CRM solutions; Extending Marketing Support to the channel partners.

Special Assignments: Promotion of IBM's partner program

Killick Challenger Technologies Ltd., Mumbai, India

January 2003- July2003

About Killick: The KCTL Company provides leading edge computer training and instruction. It houses ADAC Studio and ADAC, formed in 1999. (Visit www.killickchallenger.com)

Job Role: Center Manager

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Key Deliverables: Marketing and promotion of ADAC Courses via seminars, education fairs etc.; Working on Corporate Tie-ups for placements, Field trips, Guest Speakers; Working on Promotional Material, Corporate Presentations, standardizing corporate communication formats etc.

Key Achievements: Increased Sales turnover, Renewed Focus on placements, Field trips & Guest speakers.

Winsoft Technologies(I) Pvt. Ltd, Mumbai, India

March 2001 - March 2002

About Winsoft: Winsoft is a Software Solutions company with its focus on Banking & Financial Services Segment. (Visit www.winsofttech.com)

Job Role: Marketing Executive

Key Deliverables: Prospecting, Presenting & Marketing of all Winsoft Solutions; Brand Building of Winsoft Solutions in the Indian Financial Sector- Banks, Brokers, Depository Participants; Carrying out Market Research for its foray into the mutual funds segment.

Key Achievements: Closure of Sahara India Account for IVR Based System

ADDITIONAL INFORMATION

Leadership Jobs: Marketing Manager (May 2010–2016) & as Sr. Manager-Corporate Communications- (October 2017-Till Date)

Languages: Fluent in English, Hindi and Marathi

Educational Qualifications:

- **Digital Marketing Specialization-University of Illinois** (Coursera Certified- December 2017)
- **MBA-Marketing** (2001 pass out with Ist Class Grades)-from University of Pune- Neville Wadia Institute of Management Studies (NWIMSR).
- **B.Com** (1999 Pass out with Ist class grades)- from University of Pune - BMCC College.
- **HSC & SSC from Kendriya Vidyalaya- C.B.S.E Board** (Pass out in 1994 & 1996 respectively with Ist Class Grades).

Technology: MS-Office, Goof familiarity & hands-on experience with Marketing Automation tools-Hubspot Enterprise, Mailchimp, Google Analytics, Canva

Additional Training

- LinkedIn Certifications- YouTube , Content Marketing-Podcasts & Videos, Crisis Communications
- Effective Business Communications-Indo American Society
- International Business Etiquette
- Kale Supervisory Skills Program (2 days)

PERSONAL INFORMATION

Date of Birth: 26th March 1979

Interests: Content Marketing, Social Media, Creative Writing, NLP Practitioner, Reiki Practitioner, Marathon Runner, Reading, Sketching, Travelling, Calligraphy,

Personal Strengths: Self-motivated, Perseverant, Good Interpersonal & written communication, Team Player, Good Team leader & a Mentor to other team members.

References: Available on request

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