



NAISHIL JHA

Summary

A Seasoned Communications Specialist utilizing exceptional Writing, Designing and Planning skills to present my organization in the best possible light to the public with extensive knowledge of Content Development and Communications Strategy (Internal and External) for varied online / offline platforms.

Get in touch!

Mobile:

9687886331

Email:

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Location:

Ahmedabad

Languages

- English
- Gujarati
- Hindi

Work Experience

Content Writer

Panamax Inc. | April 2021 - Present

- Business writing in terms of Blogs, Website Content, Press Releases, Newsletters, Case Studies.
- Coordination with the Graphic Design and Marketing Team to produce high quality Content for Sales Enablement – Presentations, Brochures / Flyers, Campaign Mailers and Ad Copy, White Papers, Video Copy, Testimonials, and so on.
- Assisting the Social Media Team with Social Calendar Content Review and SEO Team for Keywords.
- Maintained Editorial Calendar and Ensured Deadlines are met.
- Analyses of Content Marketing Metrics to help Generate Traffic/Leads and Create Monthly Reports.

Senior Executive - Corporate Communications

Shalby Hospitals | May 2019 - March 2021

- Content Creation for Marketing Communication Collaterals such as Brochures, Ads, Banners, Standees, Press Releases, Newsletters (Internal – External) and Patient Case Study.
- Communications Support to Digital Marketing Team with providing Content for – Blogs, Website, Social Media, Google Ads and Landing Pages.
- Coordination with Marketing Team for Communication Briefs.
- Prioritized and Scheduled Marketing Communication Campaigns at Group Level.
- Shared Creative Briefs and Content with External Branding Agency for MarCom Collaterals.
- Prioritized and Scheduled Creative Design Work for the External Branding Agency and In-House Graphic Designer.

Freelance - Writer & Communication Consultant

Freelance | November 2018 - April 2019

- Created SEO Friendly Content for Websites and Blogs.
- Created and Managed Social Media Calendars.
- Twitter Management for a Political Figure (Rajya Sabha Member).
- Brand Communications Consultancy for Non-Profit Sector.

Academic History

Department of Communication and Journalism, Gujarat University

Master of Mass Communication and Journalism

Shree Narayana College of Commerce

Bachelor of Commerce

Communications Officer

Sense International India | September 2017 - October 2018

- Developed Communication Strategy and Managed Timescales.
- Creating, Editing Proofreading Content for Communication Collaterals.
- Coordinated, Created and Updated Latest Content on Website.
- Social Media Communications through Buffer and Tweet Deck.
- Communications Support for Fundraising Campaigns – Digital and Offline.
- Liaison with Partner Organizations and Stakeholders for Communications Briefs.
- Organized and Managed Events, Media Conferences and Monitored Media Coverage.