
MEETA CHAITANYA



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SNAPSHOT

10 + Marketing | 10 + Project Management | 15 + Communications | 15 + Digital Content
| 15 + International Journalism | ESL Topper | National Topper | Global Executive

DIGITAL EXPERTISE & TECHNICAL SKILLS

CMS: SDL Tridion, Salesforce integration, Pardot for email marketing, Webtrends, Vignette, Google Analytics, Google Trends, SEO and blog marketing, Omniture, ConstantContact, Microsoft Office, and consummate Social Media landscape

EXPERIENCE

FULLSCRIPT, OTTAWA AUGUST 2017 - ONGOING

Editor - SEO & Technical Content

- **Editor** for Fullscript - the fastest growing health tech company, an online dispensary, with expansive presence across North America. In this role, I am the validation and signing-off editor for educational health content including blogs, brochures, product guides, social footprint and executive communications

TD BANK, TORONTO APR 2019 - JUL 2020

Web Development Lead Consultant

- **Digital Strategy & Marketing Web Development Lead** for TD Wealth spearheading all digital-first web initiatives and stakeholder communications for TD Asset Management including retail and institutional educational blogs and thought leadership interviews and articles **Launched TDAM's Blog - TDAM Views in July 2019 *Deployed SEO and content marketing campaigns for the company *Recommended Salesforce as a platform for Webinars and podcasts*

WELLS FARGO BANK CHARLOTTE, USA SEP 2014 - AUGUST 2017

Global Lead - Content Authoring, IT & Communications

- As PM: launched Spanish content for Wells Fargo Bank globally using Tridion
- As PM: Led onbrand business implementation for the largest FinEd migrations - Financial Education and Online Banking from Documentum to Tridion
- Consistent mentions and recognition for diligent contribution across all aligned Lines of Business for creative content generation across multiple platforms

PQC INTERNATIONAL ATLANTA, USA MAY 2011 - MAY 2013

Chief Marketing Officer

- Program Manager for end-to-end content delivery cycle for the company's native software product, a productivity dashboard/CRM tool - **PQC Tracker**
- Marketing lead in core team for Salesforce integration and adoption for the sales team, specifically for webinars, newsletters, social media and email campaigns
- Head: E-learning, audio storyboards, video scripts and marketing communications

GE ENERGY ATLANTA, USA ONGOING/INTERMITTENT JAN 2011 - AUG 2012

Editor & PM - Transformation projects

- Marketing PM: wrote, edited, repurposed and validated content for the GE Energy website
- Responsible for social proliferation via emerging platforms and new tech
- Deep familiarity with enterprise CMS - SDL Tridion
- On-brand editing and stakeholder communications across ge-energy.com

MICROSOFT CORPORATION GURGAON, INDIA OCT 2009 - JAN 2011

Manager, Marketing Content and Programming (Hindi to English)

- Conceived, incubated and deployed India's first ever youth portal in Hindi - *MSN Yuva*
- Served as the official blogger for the portal
- Project Manager for decisions on changing of attributes, campaigns, and content hygiene and matrix & responsible for vetting, validating and distributing content analytics on various learn modules to the executive team

HINDUSTAN TIMES (HT) ATLANTA, GA, USA JUL 2004 - JUN 2009

Columnist - International Digital Marketing Strategy

Wrote an exclusive, and the first-of-its-kind, weekly column representative of the aspirations and endeavors of the Indian Diaspora in North America for the print and online editions of Hindustan Times - *Atlanta Diary*.

THE TIMES OF INDIA DELHI, INDIA FEB 2004-MAY 2004

Senior Editor, IT & Micro sites

- Strategic planning, identification and implementation of new promotional ideas on the website www.timesofindia.com
- Marcom PM: external and corporate communications and events
- Ascertained synergy between the paper and e-editions for collaborated content
- Led several high-rotation, topical micro sites for the e-paper
- Press and stakeholder communications manager

MAGIC SOFTWARE DELHI, INDIA JAN 2003- NOV 2003

Program Manager for Non-Profits

- Head - Marketing Content and Communications for promotional material, brochures, press releases and news bytes for WWF, Traffic international, British High Commission, NHS among other clients
- Handled internal communications including e-newsletters, web conferences and videos on intranet via CMS as well as portal publishing
- Set content and design standards for technical writers and designers

HINDUSTAN TIMES (HT.COM) DELHI, INDIA SEP 1999 - DEC 2002

Editor, Books

- Wrote independent features for the portal (book reviews, author/publisher interviews, book releases & short stories) and managed stakeholder – publishing houses – communications
- Project Lead: Advertising & Promotions Manager for Books Microsite vetting the work list to ensure seamless content publishing
- Contributed regularly in the print edition of the newspaper, symbiotically connecting the web-world to the real-world
- Marketing Lead: created the HT Books Club under the aegis of the media house for authors and fans to interface with each other in person and online

AWARDS

- ❖ Jun 2009 - **TEFL/TESOL certification with distinction by ITTT, New York**
- ❖ Sep 2000 - **Topped the Aptech coding technical training intervention at go4i.-com**
- ❖ '94-97 - **Scholarship for college education** – Bachelors and Masters Degrees (CBSE & IAFBA)
- ❖ Jan '95 - **Recognition by the Indian Prime Minister for national educational excellence**
- ❖ May '94 **CBSE (National) certificate of distinction for topping in Economics on National Level, and for being the Eastern Zone National Topper**

EDUCATION

- ❖ '98-2000 **Masters in English Literature** from Delhi University, India (Distinction in two papers)
- ❖ '97-98 MBA/PGD – **Indian Institute of Mass Communications**, JNU (Distinction in Advertising Creativity, Communications & Strategy Planning)
- ❖ '94-97 **Bachelors in English** from **Lady Shri Ram College**, Delhi University, India (Studied on scholarship)
- ❖ May '94 Central Board of Secondary Education (CBSE) certificate from KV, Jorhat, India (**National Topper in Economics and Eastern Zone topper, overall**)

NOT-FOR-PROFIT & ONGOING INTERESTS

Columnist | Blogger - THE TIMES OF INDIA

[Chasing Nirvana](#), my blog, focuses on individuals, creeds and evolutionary thought processes that impel our society towards a better tomorrow and that contain the power to change the way we think, act, and are!

It was the top rated blog on the website most consistently.

Columnist | Blogger - THE AKSHAYA PATRA FOUNDATION, USA

[Food for Thought](#), my digital imprint at this leading non-profit stems from my love for children and anger at poverty, lack of education and opportunity, malnutrition and injustice. I believe every child deserves an endless bowl of nourishment – as food, as education, and as love.

Activist - GENDER JUSTICE & SOCIAL EQUALITY

- Not-for-profit teaching
- Not-for-profit mentoring
- Tarot cards & Vedic astrology
- Branded communications editor & advisor for small, individual and diversity businesses