

VAISHNAVI NUKALA

Marketing, Growth and Content

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When life gives you lemons, start an engaging conversation on the internet and make lemons go viral!
Seeking full time roles in marketing and growth.

WORK EXPERIENCE

MARCH 2021 -
MAY 2021

Copywriter, Team Pumpkin

Responsible for full-cycle content creation. I conceptualized and ideated creative content for monthly social media calendars across formats. I drafted creative copy for captions and creatives. I actualized ad copies and concepts. I drafted content for Quora. I proofread and optimized blog posts. I developed content for Google Reviews. I coordinated with internal stakeholders to deliver content to external stakeholders.

Brands: Columbia Asia India, CMR University, Naturica, Mr Barber

JANUARY 2021 -
MARCH 2021

Social Media Marketer and Content Developer, Freelance

I worked with an organic fruit farm on creating aspects of strategy and content for inbound and outbound marketing.

Ideated, drafted and created social media content for posts, stories and ads.

JULY 2020 -
JANUARY 2021

Marketing Associate, Quiph Media Private Limited

Responsible for full-cycle content creation and social media management. I conceptualized and ideated creative content for monthly calendars. I conceptualized ad creatives, copy and concepts. I coordinated with various external stakeholders to hand over project deliverables smoothly. I also coordinated with internal stakeholders to co-create content. I assisted the marketing team with GTM plans, positioning and messaging strategies. I curated content that was viewable on the app. I created content for Quora answers and guest blogs, as required.

DECEMBER 2019
- JUNE 2020

Marketing Associate Intern, Quiph Media Private Limited

Responsible for full-cycle content creation and social media management for QTalk's online presence. I worked with campus brand representatives to ensure brand presence in select colleges. I assisted in creating marketing collaterals for Quora and campus programmes, as required.

NOVEMBER 2019
- FEBRUARY
2020

Marketing Intern, Brik Oven

Responsible for content creation on Brik Oven's Instagram profile. I collaborated with a team of five interns for the Under25 fest.

I interacted with customers at restaurants to gain brand-related insights.

JULY 2019 -
OCTOBER
2020

Public Relations Intern, Pepper Interactive Communications

Responsible for ideating, creating and scheduling social media content. I drafted press releases and pitching stories to journalists. I coordinated with influencers to organize blogger meetups. I compiled monthly reports and documents. Daily news tracking for all our clients.
Brands: Continental, Prabhas, SIGMA India, MedTrix, SPARSH Hospitals, Candy Cloud Factory

JUNE 2016 -
MAY 2019

Market Research Intern, I Love Mondays

Responsible for market research on phone usage patterns and occupational interests. Research insights optimized the launch of "SORTED"- a career guidance app.

EDUCATION

JULY 2019 -
OCTOBER
2020

Post Graduate Diploma in International Business

Mount Carmel College

GPA: To Be Declared

JUNE 2016 -
MAY 2019

Bachelors in Arts in Psychology, Sociology and English

Christ (Deemed To Be University)

GPA: 2.74

SKILLS

- Copywriting
- Social Media
- Content Writing
- Research and Editing
- Analytical Thinking
- Interpersonal Communication
- Content Strategy
- Canva
- Microsoft Excel
- Microsoft Office, G-Suite, Notion
- Zoho Social , Buffer
- WordPress

LANGUAGES

English | Hindi | Telugu | French

REFERENCES

Advait V
Co-Founder, Quiph Media Pvt Ltd
advait@quiph.com

Anirudh N
Founder, Brik Oven
anirudh@brikoven.com