

Garima Barmecha

SUMMARY

Content writer with 10+ years of experience in developing corporate communication content. Proficient in writing Press Releases, Blogs, Website Content, Annual Reports, Digital Marketing Content, Corporate Brochures and Letters on behalf of Management.

WORK EXPERIENCE

IIFL Holdings Ltd

Associate Vice President - Marketing and Communications, July 2018 till date

PAST WORK EXPERIENCE

Dickenson Intellinetics Pvt Ltd

Senior Editor - Content and Research: August 2016 to June 2018

Trisys Communications Pvt Ltd

Senior Research Associate: September 2009 to July 2016

CURRENT WORK PROFILE

Social Media

- Ideating for social media campaigns to generate more engagements
- Monitoring social media campaigns
- Creating visibility on Quora and increasing traffic to company website
- Managing agencies for social media requirements

Content Marketing and Website

- Regularly revising content for the Website; and updating content as per SEO to increase organic traffic
- Writing regular engaging content to increase website traffic

Internal and External Communication

- Drafting regular Press Releases for the Group
- Content creation and editing for internal communication
- Drafting regular mailers for external communication to customers
- Ideation and drafting content across platforms for communication

Annual Report

- Drafting Annual Report content for Group and Associate Companies

PAST WORK PROFILE

- Authored over 200+ Annual Reports till date for leading corporates across varied sectors
- Drafted content for 30+ Sustainability Reports, Corporate Brochures and Corporate Books
- Developed audience-oriented marketing content for 10+ Websites
- Created content for over 200+ letters on behalf of management for internal and external circulation
- Managed Financial PR content for 10+ clients

AREA OF EXPERTISE

Business Research

Customer Communication

Business Writing

Creative Content Writing

Editing & Proof Reading

ACADEMIC QUALIFICATION

MBA – Finance and Marketing

Globsyn Business School,
Kolkata, 2007-09

BBA – Finance and Marketing

St. Xavier's College, Kolkata,
2004-07

PERSONAL DETAILS

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