

Dina Patel

Content and Communications Manager

Experienced Content and Communications Manager with a passion for digital marketing, event promotion, and community building. Proven track record in driving successful marketing campaigns, enhancing social media engagement, and creating compelling content. Enthusiastic about working with inspiring women and fostering a vibrant, engaged community.

Experience

Content and Communications Manager, Odgers Berndtson

2024 - present

Currently, I am the Content and Communications Manager at Odgers Berndtson, a global executive search, interim management, talent assessment, and leadership development firm. In this role, I lead our content marketing initiatives.

- Develop and implement the content and communications strategy, ensuring alignment with overall business objectives and business development goals.
- Present strategic plans, insights, and results to the Partners to demonstrate the impact of content strategy on business outcomes.
- Establish and track KPIs.
- Build relationships and collaborate across the business to create and manage a content marketing calendar, oversee workflows, governance, content themes, formats, distribution channels, and cadence.
- Manage the content for our monthly newsletter, OBSERVE, which reaches over 50,000 subscribers.
- Enhance our global LinkedIn page with diverse content types, such as carousels, infographics, photos, and videos, resulting in over 10,000 new followers within 8 months.
- Oversee internal communications, including redesigning our bi-monthly newsletter sent to over 1,600 employees across 32 countries and 58 offices, resulting in a 30% increase in engagement.
- Optimise content for search engines to enhance organic visibility and engagement.
- Coordinate pre-event social media campaigns and create post-event content to maintain audience engagement.
- Line manage both the Senior Writer and the PR Manager, providing guidance, support, and performance feedback.

Contact

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Skills

- Content strategy
- Community building
- Digital advertising and SEO
- Content creation
- Editing and proofreading
- Event promotion
- Analytics and data interpretation
- Social media strategy
- Email marketing
- Project management
- Multimedia skills
- PR and influencer partnerships
- Line management

Education

Royal Holloway

English Literature
BA 2:1

NCTJ

NCTJ Diploma

Achieved gold standard in News Reporting, Public Affairs, Media Law, Business & Finance Journalism, Production Journalism, and Shorthand.

The Chartered Institute of Marketing

Data & Marketing Analytics

Learned how to use analytics to improve marketing effectiveness and maximise ROMI.

Experience continued...

Content Marketing Manager, HC Group

2020-2024

- Developed and executed the content strategy in collaboration with senior stakeholders.
- Established a cohesive content calendar, overseeing planning, scheduling, and budget.
- Managed live podcast events, ensuring maximum attendance and engagement.
- Utilised data-driven insights to shape content and continuously monitored performance.
- Redesigned the quarterly Market Review, boosting views to 4,000 per review with an 8-minute average reading time.
- Led a comprehensive rebranding initiative covering personality, values, name, logo, website, and collateral.
- Launched and managed the Diversity Champion Q&A series, nominated in 2024 for Best Content Series at the UK Content Awards.
- Forged strategic alliances, such as the Reuters' Commodity Trading event partnership.
- Managed HC Group's social media, growing followers from 5k to 18k from 2020-2023, achieving a 25% LinkedIn engagement rate for HC Group's Diversity Champion series.
- Increased web visits from email newsletters, from 10 clicks per email in 2022 to 500+ clicks.
- Conducted SEO audit, securing top search position for selected keywords.
- Managed the Data Quality Administrator, freelance writers, photographers, designers, and agencies.

Other roles held at HC Group:

Content Manager, July 2020 - May 2023

Content Executive, The Chartered Quality Institute

2016-2020

- Developed a content strategy to align with the CQI's strategic objectives and thought leadership initiatives.
- Planned content deployment using diverse formats (articles, presentations, infographics) across multiple channels (online, print, email, events).
- Created and commissioned relevant original content, including interviews, features, and news, consistent with the CQI's strategy; contributed to design concepts.
- Assisted the content department through project planning, proofreading/editing, flatplan creation, and budget management.
- Developed and oversaw content for e-newsletters, ensuring high quality within budget and deadline constraints.

Other roles held at The Chartered Quality Institute:

Content Creator, February 2016 – January 2017

Features Editor, EMAP

2012-2016

- Crafted and edited features, interviews, and news articles.
- Collaborated with the production editor to create layouts for both print and online platforms.
- Managed H&V News' social media presence.
- Played a key role in shaping brand direction, managing email communication, tracking engagement, and executing the digital strategy.

Other roles held at EMAP:

- Reporter, August 2013 – February 2015
- Editorial assistant, August 2012 – July 2013