

Dina Patel

Strategic Content Leader

Content strategist with strong B2B experience across professional services, editorial development, and brand communications. Skilled at turning complex ideas into clear, engaging content for diverse audiences. Background includes leading multichannel campaigns, collaborating across teams, and shaping narratives that reflect organisational values and audience needs.

Experience

Content and Communications Manager, Odgers

July 2024 - July 2025

Led the global content strategy for executive search firm, aligning brand storytelling with business development goals

- Developed and implemented the content and communications strategy, ensuring alignment with overall business objectives and business development goals.
- Presented strategic plans, insights, and results to the Partners to demonstrate the impact of content strategy on business outcomes.
- Established and tracked KPIs.
- Built relationships and collaborated across the business to create and manage a content marketing calendar.
- Managed workflows, content themes, formats, distribution channels, and cadence.
- Managed the content for the monthly newsletter, OBSERVE, which reaches over 50,000 subscribers.
- Grew LinkedIn audience by 10k+ in 8 months through engaging multimedia content.
- Redesigned internal newsletter for 1,600+ employees across 32 countries, increasing engagement by 30%.
- Optimised content for search engines to enhance organic visibility and engagement.
- Developed and maintained content standards documents, including tone of voice, style, and guidelines.
- Line managed both the Senior Writer and the PR Manager, providing guidance, support, and performance feedback.

Contact

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Skills

- Content strategy
- SEO
- Content creation
- Editing and proofreading
- Emotional engagement and audience insight
- Analytics and data interpretation
- Social media management
- Email marketing
- Project management
- Crisis and emergency communications
- 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

Applied data and marketing analytics to optimise content performance and audience engagement.

Experience continued...

Content Marketing Manager, HC Group

July 2020 - July 2024

- Developed and executed the content strategy in collaboration with senior stakeholders.
- Established a cohesive content calendar, overseeing planning, scheduling, and budget.
- 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.
- Directed full-scale rebranding initiative - defining brand personality, values, and visual identity.
- Created Diversity Champion Q&A series, nominated for Best Content Series at UK Content Awards.
- Forged strategic partnerships (e.g. Reuters) to amplify brand reach and credibility.
- 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.
- Utilised email automation to nurture new subscribers through the sales funnel.
- 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

February 2016 - June 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

August 2012 - January 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