

SHRIPRADA BHAT

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CONTENT & COMMUNICATIONS STRATEGIST

Result-driven strategist with a knack for finding the right words for the right ideas. From driving website traffic, generating MQLs to shaping brand voice (internal & external) and increasing share of voice, I have a portfolio spanning across Fintech, QE, Automotive, Digital Engineering, Healthcare, EdTech, and more. I've led PR initiatives, owned internal & external comms, and assisted HRs with onboarding trainings. Awarded Best Employee for cross-functional collaboration and managing stakeholders across cultures with clarity and intent.

TECHNICAL SKILLS

- Content creation (long-form, short-form, web, blogs, scripts)
- Brand storytelling
- SEO & Performance Writing
- Internal & External Communications
- PR & Media Content
- Stakeholder Management
- HR Communications Support
- Market Research & Insight Building
- Campaign Content Planning

PROFESSIONAL EXPERIENCE

Senior Content Executive (Marketing Communications)

Creative Synergies Group, Bengaluru

Jan 2025 - Present

- Lead content strategy for internal and external communications, including PR coordination and employer branding.
- Developed high-impact SEO content, driving engagement and aligning messaging with business goals.
- Collaborated cross-functionally with design, HR, and marketing teams to ensure consistency and timely delivery.
- Maintained editorial standards with strong version control, quality checks, and brand alignment.

Content Writer

QiWorks, Bengaluru

Aug 2022 – Nov 2024

- Managed content creation across formats for B2B clients, including blogs, thought leadership, and video scripts.
- Executed monthly content calendars and led full-funnel content delivery for brand visibility and lead generation.
- Owned website copy projects, ensuring strategy alignment with client objectives.

Creative Copy/Content Writer

Various Clients, Freelance

Nov 2021 - July 2022

- Developed content strategy for brands like Pocket FM, Svaraa Canada, and local Mangalore businesses
- Created web content, social media campaigns, and sales collaterals

Creative Writer (Intern)

Dimensions France, Bengaluru

June 2021 - Oct 2021

Research Assistant

TAPMI Management Institute, Manipal

February 2021 - May 2021

Business Development Assistant

Winman Software LLP India, Mangalore

July 2018 - January 2019

EDUCATION

Masters in European Studies | Class of 2021

Manipal Academy of Higher Education - CGPA 8.4

Bachelors in Business Management | Class of 2018

Mangalore University - 73 percentile

ADDITIONAL INFORMATION

- **Languages:** Kannada, Hindi, English, French
- **Certifications (Coursera):** Introduction to Psychology, Social Psychology, Competitive Strategy, Introduction to Financial Markets