

Komal Begwani

Content Marketer & Creator

I am a highly motivated individual and a marketing enthusiast. You will often see me in front of the camera and behind the copies. I intend to turn businesses into brands.

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Experience

Content Marketing & Creation - Spenny (Bengaluru)

Jun' 2022 - Present

- End-to-end managing the production process from ideation to distribution of short-form content on Instagram, growing **the page engagement by 75% and reach by 119%** in the quarter-ending December 2022
- Conducting marketing and advertising campaigns for newly-launched products
- Analyzing the content performance periodically and creating content that helps the brand image
- Corporate **communication and collaboration** with external agencies and creators
- **Budgeting and strategizing** for performance, and influencer marketing, minimizing the CPC
- **Copywriting** for play store, product, social media posts, ad campaigns, and push notifications

Management Consulting: Research & Analytics - PwC India (Kolkata)

Aug' 2021 - Jun' 2022

- **Market research** on the global aluminium sector
- **Commercial due diligence** and **financial modelling** for the renewable energy sector

Growth Intern - Learn Train & Lever Pvt. Ltd. (Kolkata)

Feb' 2019 - Jan' 2020

- Pitched B-school finance cells and e-cells to subscribe to the company's monthly newsletter, **onboarding ~60% of the participating colleges**
- Held interviews with corporate professionals for publishing blogs
- Developed vertical-specific web copies

Education

B.Com (Hons.) • Score: 73%

St. Xavier's College (Autonomous), Kolkata • 2021

Skills

Research, Anchoring, Video Editing, Creative Writing, Scriptwriting, Storytelling, Designing, Basics of Video Production, Social Media Algorithms, Corporate Communications

Tools

VN Editor, InShot, Basics of DaVinci Resolve, Canva, ChatGPT, OpenAI, JasperAI, MS Excel, MS PowerPoint, MS Word

Freelancing

- Spenny - **Content marketer**
- The Wise Idiot - **Finance content writer**
- ReadOn - **Infographic designer**
- **Ghostwriter** for social media marketing and personal branding

Key highlights

- Executed a series of Ad videos for SIP in Wise product, **optimizing CPI to all-time low of Rs. 11.5** - [Link](#)
- Helped in launch campaign for Spenny Wise product, generating about **Rs. 1.5 crore in AUM in opening week** - [Link](#)
- Conducted an Ad campaign for the goal-based investment product with an **AUM of Rs. 5.2 crore** - [Link](#)
- Executed a **brand marketing campaign** called #YesSheCan to encourage women in investing - [Link](#)
- Managed a **brand marketing campaign** called #Chillar spreading awareness about the power of spare change - [Link](#)