

PIYALI BHADRA

Detail-oriented and performance-driven professional with over 3 years of experience in content development, digital marketing, and audience engagement. Proficient in SEO, SEM, social media management, and brand strategy, with a demonstrated ability to deliver high-quality content aligned with organizational goals. Adept at leveraging data-driven insights to enhance brand visibility and support the execution of impactful digital marketing initiatives.

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KEY SKILLS

- SEO Writing
- Google Analytics
- Social Media
- Brand Strategy
- Trend Analysis
- AP Style
- Canva
- Adobe Editor
- MS PowerPoint
- Content Management System
- Communication
- Collaboration
- Adaptability
- Creativity
- Proofreading

INTERESTS

- Content Strategy
- Digital Marketing
- Brand Management
- Audience Engagement
- Cross-functional Coordination

WORK EXPERIENCE

Digital Content Producer

[Dec 2023 - Present]

TIMES INTERNET, NOIDA (Noida, India)

- Developed and optimized digital content—including articles, marketing collateral, and PR releases—boosting audience engagement by 30% and increasing website traffic by 25%, supporting broader content strategy and digital campaigns.
- Produced diverse content formats for multiple platforms, improving reader retention by 20% and expanding reach across target segments, aligned with brand strategy objectives.
- Streamlined content design workflows using AI-powered tools (Canva, Adobe Creative Suite), reducing production time by 25% while enhancing creative output.
- Collaborated with SEO and SEM teams to implement keyword strategies, metadata, and campaign targeting, achieving a 40% increase in organic search traffic and improved SERP rankings.
- Managed end-to-end content lifecycle in CMS platforms (WordPress), ensuring 100% on-time publication with consistent brand, UX, and SEO standards.
- Promoted content across social media channels (LinkedIn, Twitter, Instagram), increasing followers by 15–20%, engagement by 35%, and strengthening overall brand presence.
- Ensured accessibility and discoverability through metadata, alt tags, internal linking, and web compliance practices, improving site usability and search visibility.
- Spearheaded the integration of AI-driven tools into the content design workflow, significantly reducing design turnaround times while enhancing output quality.
- Contributed to a measurable increase in organic search visibility and traffic through strategic on-page SEO enhancements and collaboration with SEO specialists.
- Played a key role in streamlining CMS operations, improving publishing efficiency and minimizing content errors across campaigns.

Sub Editor

[Nov 2022 - Nov 2023]

JAGRAN NEW MEDIA, NOIDA (Noida, India)

- Developed and curated engaging digital content tailored for diverse audiences and channels, increasing audience interaction and boosting online reach.
- Ensured accuracy, clarity, and brand consistency through meticulous editing and proofreading, maintaining high editorial standards across all platforms.
- Collaborated with SEO and marketing teams to implement keyword strategies, optimize web and social media content, and improve organic traffic and content performance.
- Created, edited, and proofread multi-format content—including articles, blog posts, and social media copy—supporting brand messaging and campaign objectives.
- Supported SEO initiatives by enhancing content discoverability, driving higher engagement rates and improved search visibility across digital channels.
- Strengthened overall content quality and brand consistency through effective editorial review.
- Contributed to measurable improvements in online engagement and search rankings through SEO-aligned content strategies.

Executive Media Planner

[Jul 2022 - Nov 2022]

INTERPUBLIC GROUP (IPG), GURGAON (Gurgaon, India)

- Managed end-to-end media planning and execution for major clients including Urban Company, Dish TV, and Budweiser, optimizing campaigns for maximum reach and brand impact.
- Conducted detailed channel share and audience analysis by region and target group, refining budget allocation and improving campaign efficiency.
- Utilized TVR and audience behavior data to optimize channel selection, time bands, and media mix, achieving more cost-effective and targeted campaign delivery.
- Performed comprehensive reach and frequency analysis, balancing exposure and minimizing waste to enhance ROI.
- Executed pre- and post-campaign evaluations, identifying performance gaps and implementing strategies to strengthen media effectiveness.
- Designed and implemented cost-efficient media buying strategies, maximizing brand visibility and engagement across traditional and emerging platforms.
- Monitored market trends, competitor activity, and audience insights to guide data-driven media investment decisions.

- Collaborated with creative, strategy, analytics, and client servicing teams to ensure seamless campaign coordination, alignment with brand objectives, and timely execution.
- Increased campaign ROI by integrating new media platforms and refining targeting strategies.
- Enhanced media efficiency through data-driven optimization of plans and post-campaign learnings.
- Delivered measurable improvements in reach and engagement for key client accounts through strategic media mix planning.

Media Planning (Intern)

[Mar 2022 - Jun 2022]

INDIA TODAY, NOIDA (Noida, India)

- Spearheaded the adoption of BARC software for advanced TVR analysis, improving the accuracy of performance benchmarking and enabling data-driven programming decisions.
- Designed and executed comprehensive marketing strategies and presentations based on detailed market research, supporting business growth and campaign effectiveness.
- Leveraged Advanced Excel and PowerPoint to transform large datasets into clear, actionable insights, facilitating informed decision-making for management teams.
- Conducted in-depth TVR ratings analysis to evaluate channel performance, audience engagement, and viewership trends, enhancing content strategy.
- Contributed to marketing strategy development through competitor benchmarking, trend analysis, and data-driven recommendations.
- Assisted in extracting, interpreting, and reporting viewership and marketing data to guide strategic planning and campaign optimization.
- Gained hands-on experience in end-to-end media planning, including target group (TG) segmentation, audience profiling, and performance evaluation.
- Enabled data-driven marketing decisions through efficient use of BARC analytics and insight extraction.
- Strengthened the channel's competitive positioning by contributing to strategic marketing plans supported by solid research.

Content Writer (Intern)

[Jul 2021 - Jun 2022]

KILOBYTES, DELHI (Delhi, India)

- Consistently produced three 500-word articles daily, ensuring steady content delivery and meeting editorial deadlines.
- Authored comprehensive articles on rehabilitation centers across Pune, Delhi, and Gurgaon, providing valuable regional insights that enhanced reader engagement.
- Proposed and developed engaging blog topics aligned with audience interests, increasing readership and retention.
- Conducted in-depth research, rigorous fact-checking, and source verification, maintaining accuracy, credibility, and editorial integrity in all published content.
- Ensured all materials adhered to editorial standards of clarity, objectivity, and brand voice, contributing to high-quality, reliable content output.
- Sustained high-quality content production under tight deadlines, maintaining both volume and accuracy.
- Improved audience engagement metrics through the creation of relevant, informative, and data-driven articles.

Content Writer (Intern)

[May 2020 - Jun 2022]

CONTENT HOLIC, DELHI (Delhi, India)

- Authored persuasive Statements of Purpose (SOPs) for Indian students applying to Ivy League and other top global institutions, increasing acceptance success rates.
- Developed personalized professional resumes and tailored questionnaires aligned with international admission requirements, enhancing applicants' competitiveness.
- Conducted structured interviews with subject matter experts to gather actionable insights, producing high-quality, insight-driven content for SOPs and articles.
- Produced in-depth articles and guidance materials, improving content relevance, authenticity, and engagement for prospective students.
- Streamlined the SOP and application content process, ensuring timely delivery while maintaining high standards of clarity, grammar, and alignment with client goals.
- Successfully crafted over 500 high-quality SOPs that contributed to students' successful admissions to top global universities.
- Strengthened content quality and credibility through direct engagement with industry professionals and academic experts.

Content Writer (Intern)

[Oct 2019 - Apr 2020]

ADMITKARD, PUNE (Pune, India)

- Edited and elevated extensive academic write-ups (1,500+ words) on global academics and international curricula, enhancing readability, engagement, and scholarly relevance.
- Developed well-structured, personalized narratives that accurately reflected client voice and communication style, resulting in more compelling and professional content.

- Strengthened institutional collaborations by facilitating seamless communication between content teams and global academic bodies, improving access to authentic information and resources.
- Coordinated with international institutional representatives and placement desks to source accurate data and reference materials, ensuring content credibility.
- Refined and optimized content to align with client expectations, stylistic preferences, and literacy level, enhancing overall clarity and impact.
- Enhanced communication materials to maximize engagement, clarity, and relevance for target audiences, supporting the client's broader academic and marketing objectives.
- Contributed to the successful development of comprehensive academic content now accessible to aspiring global scholars.
- Played a pivotal role in improving content quality and authenticity through direct engagement with international educational institutions.

EDUCATION

P.G. Diploma: Media And Entertainment Management India Today Media Institute, Noida, Uttar Pradesh, India	<i>[Nov 2021 - Dec 2022]</i>
B.A.: Journalism & Mass Communication MIT-ADT University, Pune, India	<i>[Aug 2018 - Aug 2021]</i>
12th Christ Church Girls Seniors Secondary School, Jabalpur, India	<i>[Jan 2016 - Dec 2018]</i>
10th Christ Church Girls Senior Secondary School, Jabalpur, India	<i>[Jan 2014 - Dec 2016]</i>