

Vinni Gautam

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Content Strategist with 9+ years of experience shaping data-informed, user-centered content ecosystems across digital platforms, websites, and integrated campaigns. Skilled in aligning content with business goals and audience needs through deep research, performance analytics, and cross-functional collaboration. Adept at leading long-term content planning, UX writing, information architecture, and content governance initiatives for complex organizations and high-impact projects. Equally effective at turning strategy into execution, delivering measurable results in engagement, retention, and brand clarity.

WORK EXPERIENCE

Avian WE | Senior Manager: Content | Jan 2022 – June 2025

- **Built Kotak Mahindra Group's unified content strategy across fragmented units, establishing governance, editorial workflows, and voice consistency. Activated a dormant blog that achieved 100 articles published in 12 months** despite stringent policies and **increased Kotak's leader engagement by 10x**.
- **Led the development of a six-year content and communication roadmap for RECAP4NDC**, a national climate policy initiative impacting 0.4 million hectares of forest ecosystems and local communities across five regions. Built modular, audience-specific narratives adaptable to evolving stakeholder needs, while navigating policy ambiguity and ensuring alignment across government and community partners.
- **Developed a scalable LinkedIn content framework for Tetra Pak** grounded in leadership voice strategy and performance insights, resulting in **5x increase** in follower growth and post engagement through insight-driven, sequenced storytelling.
- **Streamlined content production workflows** for the RECAP4NDC initiative, establishing a key LinkedIn presence for stakeholder updates and support, and **reducing content time-to-publish by 100%** through enhanced client servicing and team collaboration.
- **Led UX content and IA redesign for multiple websites (Step by Step School, CARE India)**, using user feedback and performance analysis to create 30+ new pages, improving engagement.
- **Managed complex project schedules**, successfully delivering **4 major content and digital initiatives** (e.g., CARE India, Step By Step School, UNICEF YUWAAH, MoEFCC & UNICEF's Meri LiFE) on time and within budget, overseeing cross-functional teams including content, UX design, video production, web development, and SEO.

Hill + Knowlton Strategies | Account Manager | Jun 2021 – Nov 2021

- Managed public relations, content creation, and media relations while spearheading business development pitches for key clients, demonstrating strong strategic partnership and client acquisition skills.

Avian WE | Senior Account Executive | Feb 2017 – Jan 2021

- **Developed the content positioning and multi-channel strategy for AHF's free condom store**, crafting messaging designed to trigger urgency and shareability. The campaign drove viral engagement, led to national front-page coverage in *The Times of India*, and exhausted inventory within three months underscoring its resonance and rapid impact.
- Devised and executed the content and outreach roadmap for India's first e-waste awareness initiative, launched by IFC (World Bank Group) and Karo Sambhav. Strategically planned media education, stakeholder alignment, and on-ground community activations to drive compliance with Extended Producer

Responsibility (EPR) in the electronics sector. Spearheaded media engagement that led to nationwide coverage and India's first observance of International E-Waste Day.

- **Led public relations and content amplification efforts for social impact clients** (e.g., AIDS HealthCare Foundation (AHF), Sesame India Trust, IFC-Karo Sambhav), driving public good initiatives and impactful media coverage.
- **Strategized and secured non-paid partnerships with major media platforms** (e.g., HT School, The Hindu's Children's Paper) to amplify content for e-recycling initiatives, **significantly expanding campaign reach and public awareness** through resourcefulness.
- Leveraged expertise in radio content to establish **free-of-cost, long-term partnerships** for clients. This included orchestrating successful campaigns for CARE India's education programs (featuring celebrity endorsements from Ajay Devgan, Diljeet Dosanjh, Nawazuddin Siddiqui) and NATHEALTH's COVID-19 awareness initiatives, significantly extending reach and public engagement for social causes.

SKILLS DEVELOPED ACROSS DIVERSE ROLES

- **Content Formats:** Op-eds, Video Scripting & Conceptualization, Infographics, Social Creatives, Blog Posts, Social Media Content, LinkedIn Leadership Posts, Newsletters, Case Studies, Award Entries, SEO Web Copy, Executive Speeches, Press Kits, Media Briefing Books, and Press Releases
- **Content Strategy & Architecture:** User Needs Analysis, Journey Mapping, Editorial Planning, Brand Voice, Information Architecture, Content Governance
- **Content Performance & Analytics:** KPI Development, Trend Analysis, A/B Testing, Content Audits, Optimization Strategy
- **Project & Stakeholder Management:** Cross-functional Leadership, Workflow Design, Feedback Integration, Expectation Management
- **UX & Communications:** UX Writing, Web & Microsite Content, Integrated Campaign Messaging, Executive Communications
- **Relationship Building:** Strategic Advising, Media Partnerships, Client Consulting.

EDUCATIONAL SUMMARY

- **PGDM, Radio & TV Journalism** | Indian Institute of Mass Communication (IIMC) | 2015
- **B.Com. (Hons)** | Ramanujan College, Delhi University | 2014