

Vinni Gautam

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Content Strategist with 8+ years of experience in data-driven content strategy, digital marketing, project leadership, UX writing, and optimizing user engagement through integrated campaigns. Proven ability to translate complex information into compelling content, manage cross-functional teams, and leverage performance insights to drive measurable growth.

WORK EXPERIENCE

Avian WE | Senior Manager: Content | Jan 2022 – Present

- **Drove a 5x increase in LinkedIn following and engagement** for the leadership of Tetra Pak South Asia by strategizing and implementing data-driven content, optimizing based on **performance insights and trend analysis**.
- **Spearheaded content strategy and execution** to consolidate Kotak Mahindra Group's fragmented business identity, **activating a dormant blog** that achieved **100 articles published in 12 months** despite stringent policies and **increased leader engagement by 10x**. This involved streamlining content submission and publication workflows for multiple business units.
- **Pioneered a six-year communication and outreach strategy** for RECAP4NDC, a climate change project designed to impact **0.4 million hectares of forest ecosystems and dependent communities** across national and four state-level rollouts, **navigating significant ambiguity** to develop adaptable, long-term plans.
- **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.
- **Served as a strategic consultant for website content development**, proactively identifying user needs through quantitative (polls) and qualitative (GForms) methods (e.g., Step By Step School), delivering **data-driven recommendations** that resulted in a **5x improvement in user engagement and retention**. This included **leading storyboarding for numerous videos** and creating **30 new website pages based on comprehensive content performance analysis** to address information gaps.
- **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.
- **Led UX writing** for official websites and microsites, including Step by Step School, CARE India, and IIPL (a CARE India initiative).

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

- **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.
- **Orchestrated a highly successful social media and media planning campaign** for AHF's free condom store, resulting in a **stock-out within 3 months** and securing a **front-page story in The Times of India** nationally for ordering 1 million condoms, demonstrating rapid campaign impact and virality.
- **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 Strategy & Optimization: Multimodal Content Strategy, Content Lifecycle Management, User Needs Analysis, Editorial Planning, Brand Voice & Messaging, AI in Content Applications.
- Data Analysis & Strategic Insight: Content Performance Monitoring, Trend Analysis, Inferring Insights from Data, Data-Driven Recommendations, KPI Development.
- Project & Stakeholder Management: Cross-functional Leadership, Complex Project Management, Client & Vendor Coordination, Expectation Management, Feedback Integration.
- Communications & Production: Integrated Campaigns, Video & Podcast Production Oversight, Opinion Articles, Social Media, Website Content, Executive Communications.
- Relationship Management: Client Advising, Performance Growth Advocacy, Partnership Development (Media, Strategic).

EDUCATIONAL SUMMARY

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