



Roshini Thribhuvan

Marketing, Strategy & Content

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roshthribhuvan.journoportfolio.com

PROFESSIONAL SUMMARY

A Marketing and Content expert with 10 years of extensive experience in Branding, Digital Marketing, Content Management, Account Management & Events across industries like Edtech, Fintech, Advertising, Event Management & Web Services. Proficient in social media, branding & campaign strategies. Motivated, innovative and persistent.

EDUCATION

SEPT 2014 - JAN 2016

University of Salford, UK

MA in International & Online Journalism
(Sports Reporting)

SEPT 2010 - DEC 2011

University of Manchester, UK

PG Cert in Humanitarianism
& Conflict Response

JUN 2007 - MAY 2010

Jyoti Nivas College Autonomous

BA in English Literature, Psychology
& Mass Communications

SKILLS

- Digital Marketing
- Content Strategy
- Social Media Strategy
- Brand Campaigns
- Content Marketing
- Copywriting
- SEO / SEM / ORM
- Adobe InDesign & Premiere Pro
- Canva
- Google Analytics
- Branch Analytics
- Wordpress
- Online Blogs

WORK EXPERIENCE

CREADOR FOUNDATION NOV 2022 - MAR 2023
COMMUNICATIONS MANAGER

- Led the digital media and go-to-market strategy for Creador Foundation with a special focus on Multiply India, a financial literacy initiative aimed at lower-income urban women.

EMERITUS NOV 2020 - NOV 2022
MANAGER - CONTENT MARKETING

- Managed end-to-end launch of programmes from top Indian B-schools, responsible for the marketing collaterals, liaising with the product, creative design & performance marketing teams.
- Managed & trained agency, including content writers, & web and graphic designers.
- Successfully completed internal design projects like deploying of Mobile-First landing pages, design updates of brochures & other marketing collateral.
- Launched 25+ programmes across partner institutes such as IIM-L, IIM-K, IIT-B, IIT-D, XLRI, etc., with over 1000 enrolments, resulting in revenue of INR 10 Cr.

SOCIAL PANGA JUN 2019 - OCT 2019
SENIOR CONTENT SPECIALIST

- Lead a team of 4 members; managed content strategy and execution for key accounts such as Karnataka Tourism, Manipal Hospitals, TESCO Bengaluru, Rittal India and Myntra Jabong.
- Created & executed brand & marketing strategies for Karnataka Tourism & Manipal Hospitals.
- End-to-end creation of websites for clients such as codeMantra, Manipal Hospitals, etc.,

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INTERESTS

- Photography | 2+ years as a freelancer.
- Played cricket & softball professionally.
Follow Formula 1, Football & Tennis.
- Baking | ran a business for 2 years.

REFERENCES & TESTIMONIALS

RAM PRASAD P A

Senior Director, Epsilon

"Roshini was a critical member of my team at Fueladream. She was part of the content ideation & creation team and in the marketing strategy & execution of campaigns across ideas, charities, causes and events. She'd always be one to put her hand up for any task, and consistently went beyond her role to do what is best for the client as well as the organisation, while never losing sight of what is opportune & ethically correct."

+91 98453 50776 | paramprasad@gmail.com

MILI SRIVASTAVA

GM Head Digital Partnerships, DIAGEO India

"Roshini is with a rare combination of a strong marketer & a bold thinker. Her ability to think creatively helps in delivering cutting edge work. A confident & courageous executor, she ensures the timely implementation of projects. Personally, a pleasant personality who adds positively to the work environment."

+91 89782 85642 | mili.srivastava@diageo.com

PAYAL AGARWAL

Senior Manager, Performance Marketing

"Roshini is a creative force with an analytical mindset always looking for out-of-the-box solutions. Encouraging & helpful to her team members, she is always available as a sounding board. Skilled in creating & executing campaign strategies by cutting across hierarchies to collaborate & achieve objectives."

+91 94608 05335 | agarwalpayal95@gmail.com

WORK EXPERIENCE

UNACADEMY

APR 2018 - MAY 2019

DIGITAL MARKETING EXECUTIVE

- Led content development for online & offline media such as newspaper ads, billboards, Facebook (Organic + Paid), Google, Quora, YouTube & emailers, reaching 1.2 million users/ month.
- Developed content for the launch of the new Unacademy business model - including videos, mailers and ads; paid subscribers & revenue increased by 8x & 15x in the 1st quarter of 2019.
- Designed & ran an organic branding campaign for Unacademy around the 2018 Football World Cup 2018, which increased social media followers from 300k to 600k, & daily video viewership from 40k to 100k.

FUELADREAM

MAR 2016 - JULY 2017

CONTENT AND MARKETING MANAGER

- Led the Marketing & Content teams, and was responsible for planning, execution, marketing and strategy for 100+ crowdfunding projects.
- Successfully branded & marketed innovations such as electric cycles, Godrej Bambusa, Versatyl jackets.
- Impacted social change by creating and executing campaigns for IIMPACT, DPS Bangalore, Rotary Club India, Thermal and a Quarter, Make-A-Wish India, Unnati & others raising over 2 Cr overall.
- Was part of the core team that saw a revenue increase from 25L to 1 Crore/ month within 9 months.

KISSES BY CANDLELIGHT

JAN 2012 - SEP 2014 & AUG 2017 - APR 2018

MARKETING & LOGISTICS MANAGER

- Managed logistics, labour, creative design & content for over 40 events.
- Handled packaging & design of corporate gifting solutions across industries such as 3M, Bren, Philips, ST Ericson, CSS Corp, Zee Kannada among others.

DELUXE DIGICAPTIONS

OCT 2012 - OCT 2013

ENGLISH EDITOR