Sailee Sarangdhar

SENIOR CONTENT MANAGER

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QUALIFICATIONS PROFILE

Creative and data-driven Content Manager with a passion for writing hard-hitting copy in multiple disciplines while keeping the reader at the center of communication to drive conversion. Coming from a background in journalism, public relations communications, content marketing and publishing for both online and hardcopy outlets. Possess over seven years of experience in managing communications across multiple forms of media including magazine articles, press releases, internal corporate communications, product copywriting, email marketing, website content, blogs, and social media. Excellent organizational, written, verbal and interpersonal skills to aid in collaboration with both teams and clients to achieve successful results while minimizing communication breakdown. A keen interest to learn more about emerging media and marketing trends.

AREAS OF EXPERTISE:

- UX Copywriting
- SEO
- SEM
- Strategic Decision Making
- Marketing & Promotions
- Microsoft Suite
- Content Strategy
- Google Analytics
- Branding Strategy
- Content Management
- PR Kit Creation
- Social Media Marketing

LANGUAGES English, Hindi, Marathi, Thai, Urdu

PROFESSIONAL EXPERIENCE

MRP ADVISERS LLC - NEW YORK CITY

Marketing Analyst (Project-based contractor), June 2017 - Present

- Creating marketing materials to aid executive partners in informing and winning clients in the programmatic advertising industry.
- Prospecting clients via phone and email marketing.
- Receiving training in Salesforce and Appnexus suites.

SMARTWORK MEDIA - NEW YORK CITY

Social Media Manager (Part Time), 2016 - 2017

- Managing the Facebook, Instagram and Twitter accounts for INVISION, INSTORE and PETS+ Magazines
- Growing social media following across all platforms by at least 15% resulting in increased user engagement with brands leading to an improved client offering.

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TASKWORLD - BANGKOK, THAILAND

Head of Content, 2014-2015

- Led the content team in generating user persona-focused copy for the Taskworld app on both the web and mobile platforms, in-app communications via intercom, marketing website, email marketing, social media channels, user manual, blog, videos, and all other user communications.
- Establish content processes and running copy iterations to maximize user conversion based on user data and behaviour.
- A/B testing content and subject lines for the Taskworld email marketing strategy.
- Work closely with the User Engagement team to improve the onboarding process flow and improve user retention for the app resulting in a 15% increase in daily active users.
- Improved the Taskworld blog content strategy and design, taking readership from 26 visitors a month to a consistent readership of over 2000 regular readers over the course of a year.
- Managed freelance technical writers for the Taskworld blog.
- Hire, train and evaluate members of the Content team.
- Worked closely with Research, Design and Engineering teams to support innovation and improvement of app features.
- Creating thought-leadership and branded content for PR purposes to increase brand visibility at an international level by providing content for websites such as TechCrunch, Entrepreneur.com, and Business Insider.
- Prospecting and presenting user testimonials to gain feedback on how users feel about the app.

WPP, JAMES WALTER THOMPSON, (Prism Content Factory for Ford Motors Asia Pacific and Africa) - BANGKOK, THAILAND

Editorial Assistant, 2011-2013

- Writing and publishing informational stories and press releases on www.media.ford.com for both internal and press communications.
- Generating two daily comprehensive media reports to aid in the decision-making processes for top-level Ford APA executives.
- Producing a factory-level print newsletter called SHARP for distribution to workers at the Ford South Africa on a monthly basis.
- Writing scripts for in-house promotional videos and assisting in producing them.

EDUCATION/TRAINING

Master of Science in Media Management, GPA: 3.90

THE NEW SCHOOL FOR PUBLIC ENGAGEMENT- NEW YORK CITY (MAY 2017)

Master of Arts in Media Practice, GPA: 3.27

THE UNIVERSITY OF SYDNEY- SYDNEY, AUSTRALIA (JANUARY 2011)

Bachelor of Business Administration, International Business. GPA: 3.17

MAHIDOL UNIVERSITY INTERNATIONAL COLLEGE- BANGKOK, THAILAND (JANUARY 2010)