**BINISHRI K**  
999-907-7945 | [binishrik@gmail.com](mailto:binishrik@gmail.com)

Digital Content Marketer – B2B & B2C | Certified HubSpot Content Marketing | Google Analytics

Microsoft Business Solutions | Web & Mobile Solutions | Designed eLearning Solutions for IT, Telecom, Finance & Sales | Quality Assurance | Communication Coaching & Training | Inbound & Outbound Sales.

**ROLES & RESPONSIBILITIES (Recent)**

**CONTENT MANAGER - DE FACTO INFOTECH**  - Nov 2019 to Feb 2020 (4 months)

1. Overall management of the Content Delivery (Development and Maintenance )

**Strategy Formulation:**

1. Prepared the digital content strategy in keeping with organizational business goals & short-term and long-term marketing targets.
2. Take critical and priority content creation requests from the Management.

**Strategy Execution**:

1. Lead Generation & Digital Pipeline Management:
   * Liaised with the Delivery Team in Website Content improvement as well as in developing various content assets.
   * Managed the content calendar (in Microsoft Planner) to include stakeholder’s requests, which also served as the content pipeline for the ensuing months.
   * Built the Content Team from scratch and mentored them until Transition, in keeping with Microsoft Partner Network (MPN) Guidelines.
   * Accorded Content Writers with Weekly/Monthly targets.
2. Maintaining Digital Content Quality in Alignment with MPN Guidelines:
   * Prepared content types in keeping with MPN norms. For example: utilizing various Microsoft sales collateral Guidelines
   * Ensured that the team followed the Microsoft Style Guide in developing the sales collateral.
   * Reviewed as well as provided feedback to content writers to help minimize existing gaps in content development, maximize team productivity, and deliver high quality content.

1. Adherence
   * Accorded Content Writers with Weekly/Monthly targets and drove them.
   * Fulfilled the content requirements of the internal stakeholders (Assigned as per High-priority ad hoc requests)
2. Promoted HR activities as well as raised Brand Awareness via Social Media (LinkedIn)

**Previous Experience**

**CONTENT MANAGER - NET SOLUTIONS**  - Feb 2018 to May 2019 (1yr 3m)

1. Overall management of the Content Delivery (Development and Maintenance)

**Strategy Formulation:**

1. Effectively collaborated with Corporate Stakeholders – COO, CTO and Sales, on formulating digital content strategy to align with organizational business goals.
2. Take critical and priority content creation requests (Theme-based case studies, e-books, Client specific case studies etc.) from the Management.

**Strategy Execution**:

1. Lead Generation & Digital Pipeline Management:

* Worked with internal stakeholders such as SEO, UI/UX and PPC in Ideating and developing Lead Generation website content and collaterals.
* Ensured the choice of topics as well as the ideas translated to words communicate a leadership position for Net Solutions among its peers, specially the technology topics.
* Refurbished existing content into multiple formats like blogs, guides, e-books, and case studies.
* Managed the content calendar to include stakeholder’s requests, which also served as the content pipeline for the ensuing months.
* Leveraged Google Analytics (GA) to track consumer behavior along the three stages – Acquisition, Behavior, and Conversion, and built the content calendar accordingly, all with the purpose of driving Lead Generation.
* Used GA metrics to track output of B2B/B2C content. For e.g., visits generated, leads generated from content pages.
* Managed a team of Content Writers and drove the team targets (Weekly, Monthly & Quarterly)

1. Maintaining Digital Content Quality:

* Created content guidelines and checklists for content writers to help minimize existing gaps in content development, and maximize team productivity.
* Enabled multi-level Review process, to ensure adherence to the guidelines as well as to deliver high quality content.

1. SLA Adherence

* Ensured that the Content team met their targets (Weekly, Monthly & Quarterly)
* Ensured that the Content team fulfilled the content requirements of the internal stakeholders (Assigned as per the Pipeline as well as High-priority ad hoc requests)

1. Promoted HR initiatives and focused on Branding via Social Media Channels (LinkedIn, Twitter & Facebook)

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| **CONTENT LEAD - DIGITAL MARKETING - STELLAR INFORMATION TECHNOLOGY PVT. LTD.**   * Apr 2016 to Sep 2017 (1yr 6m) | |
| Roles and Responsibilities: | |
| * Managed existing content and created New Content Network for organizational and business (International Business, Domestic Business, Marketing, and R&D) requirements * Drove content quality and performance. | * Built the Content Strategy (Content Calendar, editorial Calendar, Content Ideation) for Stellar's Business requirements * Managed relationships/Collaborated with Key Stakeholders, Content developers (Internal and External), SEO & SEM for the purpose of developing Lead Generation content and marketing collaterals. |

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| **AM - CONTENT - DIGITAL MARKETING - POLICY BAZAAR**   * Aug 2015 to Mar 2016 (7 months) | |
| Roles and Responsibilities: |  |
| * Developed good quality content on financial products such as Insurance, Loans and Credit Cards. a. Product reviews and ratings of financial products b. Case Studies (use of infographics to explain things) c. Articles (Through analysis along with clear opinion) * Ensured web content is user-friendly and optimized for online consumption (SEO) to drive customer engagement and sales. | * Collaborated with product, marketing and design teams to ensure there is one uniform voice throughout. * Kept track of recent development in personal finance space. * Moderated user-generated content, such as message Facebook pages/posts/twitter replies to respond to customers' queries/address pain areas. |

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| **AM - CONTENT - DIGITAL MARKETING – KNOWLEDGEWOODS - KNOWLETT LEARNING**   * Oct 2013 to Jul 2015 (1yr 11m) | |
| Roles and Responsibilities: | Key Accomplishments: |
| * Developed marketing collaterals including brochures, success stories, help files, and user guides. * Developed and maintained corporate & product PowerPoint presentations and the Corporate Communications style guide * Writing SEO-based content to help achieve organic rankings. * Developed original content for various websites and writing creative unique content for Company/ business blogs, articles, press releases, newsletters, and emails. * Wrote product descriptions and brand support materials. | * Designed the Rule Book for the Marketing Team. * Designed the brochure for the Company's various Products. * Designed various lead generation content for Salesforce.com for the Company's Sales Team. * Designed the Outbound Call Sales Flow for the revenue generation products for the Sales Department. * Designed the Chat Script for the Company's Sales Team. * Designed Content for the Company's IT Team. * Collaborated with the eLearning Team in designing eLearning content for key products of the Company. |

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| **INSTRUCTIONAL DESIGN - CONCENTRIX (PREVIOUSLY CONVERGYS)** - Nov 2010 To Apr 2013 (2yr 6m) | | |
| Roles and Responsibilities : | | Key Accomplishments : |
| * **Design Learning Solutions**   + Designed training solutions to improve on-the-job performance / behavior.   + Adult Learning Specialization with specific focus on employee learning.   + Designed solutions for various industries, subjects, content types, learners. * **Content Development**   + Designed solutions for various industries, subjects, content types, learners.   + Collaborated with Subject Matter Experts to develop content as per clients’ requirements. | | * Designed Continuing Education for Representative level for Technical (Microsoft), Telecom (AT&T), and Financial (DUNS & Bradstreet) Verticals. * Facilitated the T3 for the Outbound Transformation Project in DUNS & Bradstreet. |
| **COMMUNICATION COACHING AND TRAINING - CONCENTRIX – (PREVIOUSLY CONVERGYS)**  - Nov 2005 to Oct 2010 (5yrs) | | |
| Roles and Responsibilities : |  | |
| * Evaluated agents to ensure adherence to communication and language acceptability standards. * Provided coaching/feedback to Sales/Technical Representatives in order to develop their communication skills. * Evaluated language quality as well as provided quality call samples. * Participated in calibration sessions with Quality/Communication Leadership staff, Convergys personnel, and clients. | * Achieved departmental productivity requirements (e.g. number of calls monitored per week on schedule, calibration time, etc.). * Participated in Internal Language acceptability audits and recommend changes. * Provided feedback through call monitoring system and in-person to assist Team Leader in development of Sales/Technical Representatives. | |

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| Key Accomplishments: |  |
| * Facilitated Accent Re-enforcement Sessions for Sales/Technical Representatives in Citibank, MS-XP-US, Vista & EPS Programs during Transition and Workshops for Outliers in the MS - EPS Program. * Facilitated the English Speaking Festival on the MS-EPS Program in September 2009 as a Team. * Supported Microsoft EPS Outlier Management from April 09 – June 09 to drive improvement in communication scores through developing customer experience content & facilitating the T3 for the team. | * Headed Accent Reinforcement Campaign during MS Vista Launch through extensive classroom training sessions. * Designed a manual on Handling Difficult Customers and Active Listening for all programs based on the Training Need Analysis of Microsoft. * Mentored new coaches for all programs (Orange, XP and EPS) until transition. * Conducted multiple workshops on Coaching and Feedback for the New Coaches in Pune and Gurugram. |

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| **LEAD GENERATION: CUSTOMER ACQUISITION & SALES** DCM Benetton | American Express | Genpact | Concentrix (Earlier Convergys) - Jun 2002 - Oct 2005 (2yr 7m) | |
| Roles and Responsibilities : |  |
| * Demonstrated strong personal communication towards product positioning to establish interest, credibility, and trust. * Interfaced with both existing and new customers via inbound/outbound calls/face-to-face for actively selling products and services. * Serviced existing customer base to nurture and expand positive customer base. | * Managed accounts and provided complete customer satisfaction by rendering support and follow-up to provide for their future needs. * Expanded sales within the new customer base by introducing new products and services and making recommendations. * Handled and addressed miscellaneous customer queries. * Met as well as exceeded sales targets consistently. |

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| **EDUCATION** |  |
| * **Masters In English Literature (British & Commonwealth Nations)**   North Eastern Hill University | Jul 2000 - Dec 2003 |
| * **B.A. (English Literature)**   St. Mary's College | Jun 1997 - Dec 1999 |
| **COURSES / CERTIFICATIONS**   * **Content Marketing Certified**   HubSpot   * **Customer Experience: Journey Mapping**   LinkedIn   * **Social Selling Foundations: Using Content To Drive Engagement**   LinkedIn   * **The 33 Laws of Typography**   LinkedIn | Jun 2020  Jun 2020  Jun 2020  May 2020 |
| * **Google Analytics For Beginners Certification**   The Google Analytics Academy | Jun 2019 |
| * **Successfully Trained On Telephone Doctor**   Telephone Doctor | Jul 2009 |
| * **Six Sigma Yellow Belt Certification**   Concentrix (Earlier Convergys) | Jun 2009 |
| * **Successfully Trained On Edge Program - Conflict Management &**   **Motivation, Rewards & Recognition Module**  Concentrix (Earlier Convergys) | Jun 2008 |
| * **Coaching And Feedback Curriculum**   Concentrix (Earlier Convergys) | Jan 2007 |
| * **Retail Management Course**   Retail Finishing School | Jun 2002 |

**Binishri K – August '2020**