

# Varnavi K V

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## Summary

Media professional with Five and half years of experience in niche firms with proven creative leadership and team management. Over the years I have acquired knowledge on various marketing and media practices like how to organise and drive marketing campaigns, product promotions, branding management, carrying out internal and external communications in a corporate setting, writing SEO based marketing content, blogger outreach, social media management, email marketing and a basic understanding of subtitling and close captioning. Excellent organisational skills with expertise handling multiple projects efficiently and on deadline. Strong interpersonal skills with extensive client-facing experience. With proficiency in reading and writing English, Kannada, Hindi and Telugu languages.

## Work Experience

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**September, 2018 – September 2020**

**Weir Minerals India Pvt. Ltd.**

**Bangalore**

### **Officer - Marketing Communications**

#### *Job Role:*

Oversee marketing department and provide direction and feedback to various marketing and promotional activities. Make key decisions regarding product distribution, budgeting, branding and sales. Drive internal and external communication channels through events, email marketing and more.

#### *Key responsibilities are:*

- Plan, prepare and manage the publication distribution of publicity material.
- Devise marketing campaigns.
- Organise a calendar of marketing events, such as promotions, exhibitions, product launches, annual conference, fundraising and workshops.
- Oversee the branding requirements of marketing materials/events, products and office areas.
- Represent the company at both internal and external events and take on the role of the spokesperson.
- Write, edit and proofread marketing material for use in different channels.
- Oversee and update the company's social media and website content.
- Coordinate with external agencies, for example designers, to produce marketing material such as stationary, company gifts, photography and videography.

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**March, 2016 – August 2018**

**Prime Focus Technologies Ltd**

**Bangalore**

### **Senior Content Writer**

#### *Job Role:*

Creating quality content to increase the visibility of the digital media portals and market their products.

#### *Key responsibilities are:*

- Engaged in writing quality content for high profile clients like Star India (Hotstar.com) and Viacom 18 (Voot.com).

- Played a key role in the initiation of the content production process for the Viacom 18's digital portal Voot.com.
- Aided in Voot.com and Hotstar.com 's subtitling, closed captioning and audio reviewing as post-production processes.
- Oversee content writing team, delegate assignments, edit work for grammatical proficiency and quality of content.
- Assist in training new candidates and reviewing their progress.

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**May, 2015- February 2016      Zomato International Pvt. Ltd.**

**Bangalore**

**Associate, Sales Operations (Online Ordering)**

*Job Role:*

Supporting the Operations and Sales team with various business interests of Zomato Online Ordering Vertical.

*Key responsibilities are:*

- Played an instrumental role in launching the operations wing for Online Ordering, a new vertical of Zomato Media Pvt. Ltd.
- Handled over 150+ client accounts during the tenure.
- Worked on getting new clients on board and focused on retaining their brand loyalty to the company.
- Assisting with the operational matters related to the Online Ordering process and providing sales support to the clients.
- Provided technical support on the client-end and engaged in training sessions to ensure smooth functioning of the process.

**Educational Qualifications**

| <b>Year</b> | <b>Degree</b>         | <b>Name of the Institution</b>  | <b>Score</b> |
|-------------|-----------------------|---------------------------------|--------------|
| 2015        | Masters-Communication | Christ University, Bangalore    | 1st class    |
| 2013        | BAJC                  | Manipal University, Manipal     | 1st class    |
| 2010        | PUC                   | SBCJ College, Chitradurga       | 1st class    |
| 2008        | State Syllabus        | Vasavi High School, Chitradurga | 1st class    |

**Projects & Internship**

- Published and presented dissertation and research paper on “Kannada Regional Bloggers – A Study on Specific Interests”
  - Worked in key roles for various campus communication channels like radio ‘Decibel’, newspaper ‘Christie News Times (CNT)’ and production of short films and documentaries for projects.
  - Knowledge of software’s like Nuendo, Sound Forge, Corel Draw, Quark Xpress, Photoshop, Flash, Adobe Muse, SwishMax, SPSS statistic data analysis and Celtx storyboard software.
  - Internships at Sudhee Networks Pvt Ltd (Creative Associate), Enable India NGO (Social Media), Radio Active (Pre & Post Production), Times Of India, Mangalore (Reporting Intern) and Indian Express (Reporting Intern)
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