

# ROHIA MUNAVAR SHAIK

• Marketing and Communications Expert •

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## ABOUT ME

I am an MBA student at Birmingham's Aston Business School. I have more than 7 years of experience in marketing, SEO and social media with a documented record of success in increasing online presence, PR and brand awareness. I also won the International Inspirational Woman Award (IIWA 2021) for best performer in digital marketing.

## EDUCATION

2021 - 2022 • Aston University, Birmingham, UK  
Masters Of Business Administration, MBA (International Marketing)

2008 - 2012 • Jawaharlal Nehru Technological University, Anantapur, India  
Bachelors of Technology, BTech (Computer Science & Engineering)

## EXPERIENCE

### 2020- Infopro Learning/ Unlock:OKR

2021 Marketing Manager

- Producing high-quality content for Newsletters, Blogs & Social media Channels
- Analyzing web traffic metrics and monitoring conversions
- Competitor analysis and influencer marketing
- Understand the product and its audience and build content for the website from the scratch
- PR & Corporate communications
- Optimizing content, A/B testing

### 2016- Engagedly Inc

2020 Inbound Marketing Manager

- Managing the inbound marketing team and developing content marketing strategies (SEO, blog content, product documentation)
- Setting short-term goals for the team and aligning them to organizational goals.
- Creation and distribution of press releases
- Producing high-quality content for Newsletters, Blogs & Social media Channels
- Analyzing web traffic metrics and monitoring conversions
- Competitor analysis and influencer marketing
- Handling lead generation/ conversions

### 2014 - Journalist/ Content Marketing Specialist

2016 Knewcleus

- Create content for The Teachers Digest – an in-house webzine for teachers.
  - Proofread and edit content
  - Manage social media marketing
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## EXPERIENCE (FREELANCE / PART-TIME / INTERNSHIP)

### 2022 **Stickyeyes, Reprise Digital (Presently working)**

PR Executive

- Brand campaign ideation
- Outreach journalists for campaign release
- Link reclamation, campaign outreach emails, building media lists for outreach
- Weekly updates meetings with clients and help them with marketing strategies for the month

### 2021 **Added Sport/ Added Education**

Content writer/ editor

- Write blog posts and marketing
- Proofread, re-structure and edit articles by content writers
- Update website and social media pages with new content craft and send out monthly/ weekly newsletters

### 2021 **Wildspades**

Marketing Consultant

- Research industries, markets, demographics, trends, sales results, and other data related to the client
- Recommend specific marketing approaches and spending budgets to achieve the client's desired sales goals

## AWARDS

- International Inspirational Women Awards 2021 IAWA 2021 'Best performer in digital marketing' - Award winner
- Women In Corporate Awards 2019, 2020 (WICA 2019) nominee in the category of 'Emerging WICA'
- Panel speaker at WICA 2020
- HerRisingAwards 2020 (Category - Women in marketing)
- A regular contributor at various reputed magazines like Thriveglobal, HRZone, Women's Web, HRGazette, Ample Magazine, Huffpost, Business2Community and HR C Suite.

## CERTIFICATIONS

- Google analytics essential training
- Marketing foundations: Growth hacking
- Hubspot Inbound Certificate

## OTHER INTERESTS

- Volunteer at Birds Of Same Feather(BOSF) And To Make A Difference (TMAD) since 2009
- Scribe for blind students at Bangalore University
- Women's rights activist
- Certified Yoga instructor