

SAMUEL ABRAHAM

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SENIOR THOUGHT LEADERSHIP & CONTENT MARKETING MANAGER

TECHNICAL SKILLS

- B2B technology content development & thought leadership management
- Writing & editing / Messaging for a global audience
- Value proposition development
- B2B content strategy and content marketing
- B2B Go-To-Market strategy
- Digital marketing - Facebook, Twitter, LinkedIn, & Google Ads
- Graphic design on InDesign & Canva
- Website design and management on WordPress, & Wix
- Search engine optimisation & Search engine marketing

WORK EXPERIENCE

- Editor - Thought Leadership & Custom Content | Jicara Media | Singapore / India** Mar 2021 - present
- Leading thought leadership development and content marketing campaigns for Asia Pacific clients including ServiceNow, Lumen, & Epsilon. Generated close to a third of total list for email/LinkedIn campaign as marketing leads for a product platform in a regional campaign
 - Raised editorial quality of B2B thought leadership articles, blogs, case studies, and white papers for clients in Singapore and the region & reduced client rework to under 2%
 - Moderating thought leadership events for clients & leading production of TL articles / case studies - Helped generate new demand for Google Cloud among APac tech startups while increasing sales from existing accounts in a 3-months targeted events + content campaign
- Global Thought Leadership Manager | Consulting | India** April 2020- Feb 2021
- Helped develop a thought leadership and content marketing practice for a legacy healthcare and education public relations company to transition two key client accounts to an earned media vs owned ratio of 50:50. Built guidelines, systems, and processes from ground up for both client firms & edited and finalised blogs, white papers, case studies and articles
 - Helped stabilise the B2B enterprise technology thought leadership practice of a global IT services outsourcing company (US focused) during a period of mass attrition and drop in quality by revamping the TL content editing and writing quality, systems, & processes
- Managing Editor | International Finance | India / London** April 2019 - April 2020
- Managed the global online journalism team of a digital media startup (magazine and news website) that covered business and technology stories from Europe, the Middle East, Southeast Asia, and Africa
 - Led the digital marketing, web design, analytics, video, and graphic design teams including hiring, training, and mentoring, and managing the teams & overhauled the feature writing and editing functions while writing cover page and inside feature articles & interviews
 - Increased page views 180% in 8 months with stories targeted and marketed to key audiences while increasing social media followers on LinkedIn and Twitter 100% with targeted stories
- Senior Manager - Content Marketing | CMO Axis | India** April 2016 - Oct 2018
- Successfully managed thought leadership and content marketing strategies to drive higher revenue and brand awareness for key clients of the technology marketing agency
 - Managed content strategy and social media marketing for the enterprise technology blog of Tata Consultancy Services BPS and drove higher engagement
 - Key enterprise technology client relationships managed and content strategies delivered for large IT services and solutions companies such as TCS BPS, Wipro, and Microland
 - Mentored and managed the output of a 16-member team of mature mid-to-late career marketing writers while raising overall editorial quality as deputy head of content

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WORK EXPERIENCE

Director - Content Marketing | Yorke Communications | India June 2015 - Dec 2015

- Managed end-to-end content marketing campaigns for marque technology brands including planning, ideation, strategy development, project management, execution, review and analytics, and iterative improvements
- Developed the agency's first word usage manual and universal style guide as well as helped develop custom style guides and brand guidelines for key client companies
- Built the infrastructure on Google Apps and ran a successful hybrid marketing writing training programme for all writers at the agency and created and managed its first client feedback and relationship improvement system

Brand Storyteller / Marketing Writer IBM | India June 2011 - June 2015

- Was one of the three global brand storytellers for IBM's flagship WebSphere suite of software products & worked with the product marketing managers and country heads of WebSphere to finalise the marketing messaging, thought leadership, content plans, and content strategies for global campaigns that generated revenue in the millions of dollars
- Developed and enhanced the messaging of white papers, brochures, flyers, data sheets, websites, mobile apps, and social media updates that were the lynch pin of global events and campaigns & won two annual individual best performance awards for the messaging/marketing strategy of high performance marketing collateral/campaigns

Sub Editor to Editor to Senior Editor The Economic Times, Khaleej Times Dec 2000 - Jun 2011

Times of Oman, Moody's Analytics Knowledge Services, Progressive Digital Media
| India / Colombo, Sri Lanka / Dubai, UAE / Muscat, Oman

- Transformed the the quality of the editorial output of the UK's New Statesman magazine as a senior editor and built and tested a digital concise economic opinion product
- Set the news agenda for the Oman and GCC markets for technology, business, economy and finance news at Times of Oman while transforming its personal technology features pages into a revenue generating product for the first time through personalisation of content
- Enhanced the quality of the editorial output of the business and technology news sections of The Khaleej Times & toured Taiwan north to south to write a 2-page feature article on the island's OEM to own brands transition plan
- Edited and finalised equity research reports for 7 of the world's top 15 investment banks and produced sales and marketing collateral including executive speeches and presentations for an equity research outsourcing company in Sri Lanka (then known as Amba Research)
- Managed the end-to-end editorial production of the Sunday edition of The Economic Times after just 2 years on the job & headed the technology and corporate news desks while setting the news agenda for south India

EDUCATION

PG Certificate in Digital Marketing & Communication |MICA - The School of Ideas Mar 2020 - Jan 2021

- Score: 60%
- Hands-on training in SEO, SEM, email marketing, social media marketing, UX and UI basics, digital marketing strategy, web analytics, content marketing & digital PR

MA English Language and Literature | Bharathidasan University June 1996- Apr 1998

- 1st Class-1st Rank in Bharathidasan University in 1998 scoring 70% & winning 2 gold medals including 1 in the name of R Venkatraman, ex-President, The Republic of India
- Read American Literature, African Literature, Shakespeare, Literary Criticism & Modern English Poetry and set university records in English Language Teaching & Rhetoric papers

LEADERSHIP

Helps run two charity schools in deprived areas of Bangalore city as a member of the board of management of Empacs Charitable Society since 2017. Has so far raised >Rs1 million individually to educate the kids at the schools