

PALLAVI RAGHUVANSHI

Marketing & Communications

CONTACT ME

778 877 7826

praghuvanshi.com

[LinkedIn](#)

EDUCATION

Digital Marketing Certificate Alacrity Academy, Canada, 2021

Digital Marketing Certificate BrainStation, Vancouver, Canada, 2020

Digital Communications & Marketing Certificate XLRI, Jamshedpur, India, 2016

Post Graduate Diploma in Contemporary Crafts University for the Creative Arts, Farnham, United Kingdom, 2011

Bachelor of Fine Arts, Visual Communications College of Art, Delhi University, New Delhi, India, 2010

SKILLS

- Content Marketing
- Content Development
- Hootsuite
- WordPress
- Wix
- Facebook Ads
- Social Media
- Digital Analytics
- Google Analytics
- Google AdWords
- Office 2010
- Adobe Creative Cloud
- Leadership
- Strategic Thinking
- Data Analysis
- Problem-solving
- Adaptability
- Collaboration

PROFESSIONAL PROFILE

Highly motivated and results-driven marketing and communications professional with 11+ years of experience supporting diverse operational divisions. Proven ability to develop and execute integrated marketing and communication strategies, ensure brand standards, and provide strategic support to operational teams. Expertise in digital media, content management, and event planning. Collaborative team player dedicated to advancing corporate marketing initiatives.

CORE COMPETENCIES

- *Strategic Campaign Development: Developing and executing integrated marketing strategies, collaborating with agencies, supporting internal teams.*
- *Branding & Messaging: Maintaining brand standards, leading corporate messaging (sustainability, community engagement, PR).*
- *Operational Team Support: Providing strategic marketing support to operational teams, developing communication resources.*
- *Digital Media & Content Management: Overseeing social media accounts, supporting video-based storytelling, producing short-form video content.*
- *Event Support & Coordination: Planning and executing marketing efforts for corporate events.*
- *Cross-Divisional Collaboration: Coordinating with marketing teams, fostering relationships with stakeholders.*
- *Metrics & Reporting: Tracking marketing effectiveness, providing regular reports, identifying areas for improvement.*
- *Mentorship & Leadership: Providing guidance and mentorship to team members.*

WORK EXPERIENCE

Communications Lead

DR. PETER CENTRE | Vancouver | Sep 2022 – present

As the Communications Lead at the Dr. Peter AIDS Foundation, I am responsible for developing, implementing, and evaluating the organization's comprehensive communications plan. Reporting to the CEO, my role encompasses various aspects of internal and external communications, marketing, media relations, stakeholder relations, and social media management. I play a key role in enhancing brand awareness and addressing systemic social barriers related to HIV/AIDS, mental health, substance use, poverty, homelessness, and discrimination. Collaborating with cross-functional teams, I advise and develop content strategies for different departments. I manage communications materials, execute events, maintain website messaging, create engaging social media content, secure media attention, and prepare press releases. Additionally, I support fundraising events, maintain professional relationships, and ensure adherence to organizational policies and procedures.

Communications & Community Partnerships Manager

SURREY FOOD BANK | Surrey | Jul 2021 – Sep 2022

Developed and created a brand persona in line with the organization's strategic plan. Led all events and partnership activities to increase and achieve fundraising goals by 20%. Created a robust internal and external, strategic, data-driven communications plan along with an interactive donor management solution raising donor engagement by 50%.

- *Ensured compliance with government legislation and regulations and monitored occupational health and safety protocols to maintain a safe and secure work environment through meticulous attention to detail.*
- *Successfully created and maintained budgets for various events, advertising campaigns, and marketing initiatives.*
- *Developed and executed comprehensive communication strategies across various channels, including web, media, and social media, to effectively convey organizational messages and enhance brand reputation.*
- *Coordinated marketing activities, maintained brand consistency, and organized successful events and food drives to drive community engagement and support fundraising efforts.*
- *Expanded revenue generation and fundraising efforts through strategic initiatives, partnerships, and relationship-building with sponsors, donors, and community leaders.*
- *Represented the organization at community events, researched potential donors, cultivated relationships, maintained donor database, tracked budget targets, and managed the annual fundraising calendar.*
- *Conducted market research and analyzed social media metrics to identify trends, optimize content performance, and inform future communication strategies.*
- *Collaborated with cross-functional teams to coordinate and execute integrated marketing campaigns, ensuring alignment with overall communication objectives.*

LANGUAGES

- English
- Hindi
- Punjabi

VOLUNTEER EXPERIENCE

- Communications & Content Projects
Lead, LetsStopAids June 2020 - Apr 2021
- Social Media Content & Community
Manager, Jeboah Miranda Foundation
June 2020 – Jan 2021

Digital Marketing Specialist

SPROTT SHAW COLLEGE | New Westminster | Aug 2020 – July 2021

Developed and created landing pages, google ads and content for all international social media channels to enhance conversion rates. Worked directly with the Director of Marketing to create and execute strategic online marketing plans. Increasing leads by 20% with a 3.2% conversion rate, above industry.

- Planned, and designed landing pages for A/B testing via Unbounce.
- Researched, analyzed, and reported on competitor's digital marketing strategies and communications.
- Performed ongoing keyword research to identify content opportunities and in response to competitive dynamics and new product launches.
- Created display ads and curated content for compelling communication.
- Managed all social media channels for the international department.
- Worked with Zapier and webhooks to integrate digital campaigns with internal CRM.

Communications & Content Consultant

SELF EMPLOYED | Vancouver | Apr 2019 – Sep 2019

International Alliance for Immigrant Services & Concert8Solutions - Worked independently to create and manage all the Social Media handles and digital communications while optimizing content to enhance digital engagement in line with the brand ethos. Designed and built content strategy with a focus on brand awareness and increasing Instagram followership by 60%

- Planned, and designed the website on Wix, along with a go-to-market strategy for IAIS.ca.
- Generated content for digital and traditional marketing collaterals in a collaborative effort with the in-house team.
- Strategized, managed and updated the content plan using partner Content Management Systems.
- Created and disseminated press releases for strategic partnerships.
- Optimized and wrote content in line with SEO best practices for the existing Concert8Solutions website and partner products.
- Created templates and scripts for spoken and written communications with clients.

Senior Manager, Marketing Communications

BURSON COHN & WOLFE | Gurgaon, India | Mar 2018 – Jan 2019

Managed the overall corporate brand identity while collaborating with in-house Public Relations teams to conceptualize, create and write winning brand pitches for winning new accounts – ensured an agency growth rate of 6%. Designed and created award-winning entries for global brands like Star Sports, Colgate, and Medela.

- Engaged and managed recruitment of influencers, external and internal stakeholders, corporate and internal teams to ensure consistent brand identity and communications across traditional, digital, and video media.
- Managed and executed all data-driven internal and external strategic communication, PPC campaigns and editorial content initiatives with consistent and cohesive brand messaging.
- Managed and executed projects with internal and external IT vendors to rebrand the India website.
- Researching and creating optimized thought leadership content, whitepapers, use cases as well as case studies, published on global and Indian brand websites inline digital best practices and keyword strategy.
- Managed intranet and SharePoint communications and demonstrated the ability to adapt and pick up new operational policies and procedures quickly and effectively.
- Conceptualized and created presentations for communications and marketing workshops held internally as part of a professional training and development program for employees.
- Implemented best practices, tracked, and measured integrated communications and data-driven marketing plans.
- Supported short and long-term objectives timely and impactful media relations, internal, external, and corporate communications.

Manager, Marketing & Communications

BML MUNJAL UNIVERSITY | New Delhi, India | Oct 2016 – Mar 2018

Executed an effective brand repositioning strategy, which led to an increase in digital engagement and social media lifetime reach by 80%, a 100% increase in website traffic and an average open rate of 15% in all email campaigns.

- Managed correspondence with internal teams and external stakeholders to conduct keyword search and optimize SEM performance.
- Managed CRM initiatives for the university by optimizing student journey throughout the marketing funnel.
- Manage multiple tasks to create a distinct brand positioning in the Indian higher education space by executing marketing, advertising, digital, and corporate communication strategies.
- Monitored digital analytics & social media metrics and created a way-forward strategy for all social media channels.
- Managed keyword planning and development of a new website to enhance user experience and web design.
- Generated engaging content leading to low bounce rates of between 35 - 40% with a minimum session duration of 2 min 30 seconds.
- Planned and executed webinars via third-party SaaS with an average registration of 100 participants.
- SPOC for the in-house design team and project-managed content and website development.

Communications Specialist

RASTA | Gurgaon, India | Feb 2016 – Oct 2016

Experienced communications professional with a proven track record of success in leading teams, creating compelling digital and social media content, and achieving significant growth in audience engagement. Led a team of designers and developers, resulting in an average monthly increase of 50% in Facebook and 40% in Twitter followers. Implemented keyword planning strategies and on-page optimization, driving website traffic and achieving low bounce rates of up to 30%. Developed and maintained consistent branding strategies for key clients, executed print campaigns, and managed agency relationships. Skilled in client servicing, tracking engagement metrics, and providing strategic inputs for enhancing UI/UX experiences.

Head - Design & Content

AURAZ | Bangalore, India | May 2015 – Feb 2016

Co-Founded a design company with a focus on antique furniture and home furnishings and created a pitch strategy for presentation to donors for a launch phase funding of 100,000 CAD.

Senior Manager

ART HERITAGE | New Delhi, India | Dec 2013– Feb 2014

Manager

Gallerie Nvya | New Delhi, India | Dec 2012– Feb 2013