

EDUCATION

New York University, School of Professional Studies, New York, NY January 2023- May 2024
Master's of Science, Publishing: Digital & Print Media
Recipient of the Award for Excellence in Book Publishing, 2024

Jai Hind College, University of Mumbai, Mumbai, India May 2016- April 2019
Bachelor's of Mass Media, Advertising

EXPERIENCE

Marketing Intern at NYU Press, New York June 2023 - May 2024

- Created weekly e-newsletters to support organisational outreach for title promotions and further, A/B tested them to monitor and drive progress
- Maintained an academic awards tracker system, by targeting appropriate book awards for various subject titles, and sending out books to professors and nomination committees
- Liaised with authors for blogs, social media posts, event banners, and other online promotional content
- Attended weekly editorial and transmittal meetings to cultivate a good working knowledge of editorial operations and procedures

Marketing Consultant at J.B. Publishing House Pvt. Ltd, New Delhi, India May 2021- December 2022

- Managed a team of five marketing assistants to effectively draft press releases and craft outreach mailers to support book promotions, and run various cold-calling marketing campaigns to acquire new clients
- Designed a time-based tracker to plan and execute creative marketing campaigns including advertising, social media outreach, and amazon promotional marketing, leading to a 15% increase in online orders
- Transformed relationships with premium clients including schools and booksellers, by personally attending to their production and design issues leading to an upsurge in their orders by around 10% in a single year

Co-Founder at Surespot Media Pvt. Ltd, Mumbai, India (Created notebooks for UI/UX designers and students to increase their creative flow, knowledge base, and productivity) April 2018- September 2019

- Managed the overall running of the company which included detail-oriented financial drafting, operational workflow, production, sales, and marketing via Google eSuite (including analytics) & Adobe Creative Cloud

CLUBS & EVENTS

Student Volunteer at International Books Fairs and Shows

- Represented NYU Center for Publishing and Applied Liberal Arts at the Bologna Book Fair, 2024, and covered various panel discussions through long-form blogs and social media content
- Volunteered at the Annual BISG Summit 2023, U.S. Book Show 2023, and Brooklyn Book Fair 2023

Graduate Student Council Representative at SCRIBE, NYU SPS, New York May 2023- May 2024

- Maintained effective communication between the publishing and translation club of the organisation, and arranged mentorship and book drive events to promote cultural & and linguistic exchange within NYU

Digital Production Committee Co-Chair at NYU, SPS, New York May 2023-May 2024

- Produced audio podcasts for the organisation, which are live on Spotify ; captured events using professional audio and video equipment ; produced online content via Adobe Premier Pro, and currently, in charge of managing all digital assets for the ongoing academic year

SKILLS

Google eSuite, SMM, B2B Marketing, Proofreading, Ingram Publishing Tools, Acumen Book ERP, Biblio Live, Content Marketing, Adobe Creative Cloud, Social Listening via Hootsuite, Digital Analytics, Canva