

Aarati Divanji

LONDON, UK

aaratidivanji@gmail.com || +447778294303

Notable Projects

>> Nike, TikTok - Brand Ambassador, Content Creator, Social Media Influencer.

>> Successfully curated a 10k+ following for myself, ([Click to view](#)) capitalizing on building long-lasting relationships & understanding audiences.

>> Co-Pioneered 'The Happyness Project' a teaching program at Asia's largest slum (Dharavi), Mumbai India.

>> Performed as a singer-song writer at venues across London and Mumbai.

Education

Masters - Creative Industries & Arts Organisation.

Queen Mary Uni. Of London- School of Business & Management (2019-2020)

Result - Distinction.

Bachelor of Arts, Psychology.

Uni. Of Mumbai

GPA-6.8/7

Skills & Tools

CRM - Hubspot

SMM - Instagram

FB Business Man.

Typeform+Canva

Copywriting

G-Suite

Wix+Wordpress

Blog Writing

When I'm not working

- ◆ Fitness enthusiast- Running, Ice Skating
- ◆ Trekking, Hiking
- ◆ Travel freak & history enthusiast.
- ◆ Musically obsessed - Guitar, Piano, Uke
- ◆ Skiing
- ◆ Filmmaking, editing.
- ◆ Rock Climbing, Zip Lining

Current Visa - Tier 1; Exceptional Talent
No Sponsorship Required.

Current role - Mead Cameron Ltd. (Jan 2021 - Present)

Role- PR Associate

Affiliated Agencies: Kite Hill PR , Pascale Communications.

- Drafting Press Releases and Bios
- Drafting Thought Leadership, Opinion and Feature pieces
- Media Landscape Research, building out Media Lists.
- Journalist outreach, pitching
- Strategy
- Building and updating weekly and Monthly Trackers
- Weekly + Monthly Client briefings

RitikaWood Pvt. Ltd. (Oct 2020 - Present; Working remotely from London)

Role- Marketing & Strategy Associate

- Conceptualised Marketing Strategy from ground up.
- Set up, designed, and launched first ever Paid social ads.
- Creation of fresh Marketing and Sales Collateral
- Copy for Facebook Ads, Marketing Collateral, and Internal comms documents.
- New messaging strategy for Internal Communication
- Strategy for Values, Vision and Mission Statement Refresh
- Built an Instagram presence involving a Social media makeover.
- Post Ideation, design and posting for Instagram.
- Ideated and organised a Corporate video for Sales purposes, Directed and created video storyboard.
- Interviewing and hiring for three positions in the newly created Marketing dept.

GrowthStep (London, UK | June 2020 - Jan 2021)

Role- Marketing & Operations Executive

- Data entry, setting up and updating CRM, designing email follow-ups, scheduling posts, ads.
- Editing and finalising client pitch decks (Specifically, for marketing, design, and PR services)
- Drafting master Media lists for sectors - Tech, Lifestyle, Healthcare, Business, Startups and leading various PR outreach programs on a client basis.
- Blogs, Website Copy, FB + Instagram Ad copy.
- Market research, helping to plan for acquisition strategies and lead generation.
- Involved in strategy for Marketing and PR campaigns; In house & client based.
- First point of contact for in-bound leads, and optimising data entry into CRM.
- Created Social media strategy, theme & tone of voice for channels like Instagram, LinkedIn, FB, and Twitter. Curated and scheduled posting of content on above platforms.
- Drafted press releases and magazine articles for in-house PR purposes
- Assisted with GrowthStep's largest clients to date, to design a messaging and comms framework through a virtual branding workshop.

