GEETANJALI KOTI

geetanjalikotii@gmail.com|www.linkedin.com/in/geetanjali-koti-6254021ab | +91 7011557998

Digital Marketing, Content Strategy & Brand Communications

WORK EXPERIENCE

Digital Marketing Associate| Freelancer *Remote, Sept 2024 – Present*

Drove brand management and client relationships for B2B and B2C clients, executing GTM campaigns across channels

Growth & Digital Marketing

- Led **omnichannel campaigns** for Sabala, managing marketing efforts across **different product verticals** for southern demographics
- Generated 150k+ profit for notrealco in a month by implementing **hyper-localized marketing** through **insights on consumer preferences**

Stakeholder Management

- Led **cross-vertical team of 5+** to deliver 100+ creatives per month, directly coordinating with Chief Manager, Marketing and Designing team
- Translated client requirements into actionable tasks for internal teams of freelancers

Senior Content Strategist | Ants Pvt. Ltd. (Media & advertising network) *Gurugram, May 2024 – July 2025*

Built award-winning digital and product strategy; creating engaging communication that drove awareness and recruitment reach.

Awards

- Won the **Fulcrum 2024 Award** for **the best use of internal communication** for *Airtel* – created a safety communication programme called #AirtelSuraksha
- Won the **Fulcrum 2024 Award** for the best services sector campaign for *Concentrix* – crafted an innovative campaign that creates nostalgia and offers fresh perspective to new job seekers

App Launch

- Pitched & executed **GTM** for **'MyMargadarsi' app launch** – omnichannel campaign including **DVC, performance and mainline marketing**
  - Drove cross-functional coordination between internal, client, and production teams for launch campaign, reached 50M+ on YouTube

Website Optimization

- Drove a 2% lift in CTR & 12% lift in scroll depth by **optimising landing-page copy, CTAs**, and **A/B testing landing pages**
- Reduced **bounce rate by 8%** by aligning **on-page messaging** and **improving content across key pages**

Content & Copy

- Launched social campaigns for **Tata BlueScope Steel**, crafting copy that translated product features into user benefits
- Developed **digital assets for Airtel**, including a **micro-website** to encourage responsible behaviour, contributing to **~20% reduction in accidents**
- Leveraged SEO & SEM—Search Ads, Display Network, and PPC campaigns—to improve online discoverability of **millet snacks**

Copywriter | The Alpha Agency (Digital marketing & advertising agency) *Gurugram, July 2023 - April 2024*

Developed key assets and campaigns across the user journey through close collaboration with cross-functional teams.

Product Marketing

- **Led team of 2 social media interns** to work on messaging framework for Midea new launches; refrigerator and washing machine.
  - Grew **engagement by ~28%** by defining content pillars, audience segments and product-led narratives across **4+ launch phases**
  - Improved **brand recall by ~15%** by planning monthly **brand communication strategy** leveraging insights from **market and competition research**

Digital Marketing Strategy

- Worked on 450+ **hyper-tailored emailers** across for **Avery Dennison**, achieving a 10.4% CTR (vs 1.7% industry avg.)
- Drove ↑20% increase in **distributor adoption** by launching a weekly feature campaign that improved their brand's visibility
- Worked on **geo-targeted emailers** to achieve a 7.1% CTR (vs avg. 2.5%) and increase SWF product adoption by ↑18.2% across key territories
  - Boosted website **traffic for Avery Dennison** by ↑10.7% through **content optimisation** using user segmentation and A/B testing
  - Improved returning visitor rates by ↑12.3% by **tailoring content to re-position technical resources** and **installer support guides**

EDUCATION

BBA Fashion and Retail Merchandising

- **Co-Head, Fashion Society:** Increased social media engagement by 40%, organised fashion shows
- **Class XII:** 92.4%, **Class X**: 85%

ADDITIONAL WORK

- **Art Director:** Conducted recee and designed the set for shoots. Worked with the team of cinematographers and photographers. – *view here*
- **Stylist**: Worked on editorial and ecommerce shoots in fashion and product styling, conducting shoots for 30+ clients. – *view here*
- **Content Writer:** Increased organic traffic by ↑~25% for 10+ clients across blogs, articles, landing page and web content

CERTIFICATIONS: AD Search, Google | Digital Marketing, Google | Product Marketing, Great Learning Academy

EXTRA-CURRICULARS & INTERESTS

- **Media & digital enthusiast**: Worked with 50+ clients as independent content strategist, project manager and stylist (Bottomline ₹1M+) – *https://geetanjalikoti.framer.website/*
- **Jewellery Designing:** Designer - trained in kaarigari, deals with 5+ instruments such as brass, copper, zinc and more.