

YouTube 2021-2023

Strategic Partnerships Development Manager

- Spearheaded the growth of a vibrant community of 10k+ influencers, ensuring a consistent flow of high-quality shoppable content.
- Formulated a CLM plan to drive the entire creator funnel from onboarding to retention, leveraging proficiency in tools like CleverTap, SendGrid, Mail Chimp, and more.
- Owned internal and external communication of the app. Collaborated with teams such as YouTube Live & Shorts to develop effective communication strategies and campaigns.
- Led an intensive market research to get a deep understanding of monetization strategies across various short-form video hosting platforms in the US & APAC region to help build a new incentive model for simsim.
- Organized and facilitated a variety of creator round tables and events, both online and offline, to actively connect with the creator community.

Noteworthy Accomplishments:

- Led a video-first content experiment and conclusively documented a 8% increase in PDP clicks through video landing pages compared to traditional product landing pages.
- Spearheaded several platform initiatives in the Trust & Safety domain, that resulted in a 10% reduction in the \$2.4 million annual creator cost
- Implemented a swift response strategy to address a watchtime fraud breach, safeguarding an additional \$500k
- Awarded a 'Kudos' for creating a comprehensive tutorial presentation and helping provide online training to sellers on the best practices of video making as part of the "Seller as Creator" project at YouTube.

simsim (Acquired by Google) 2020 - 2021

Community Development Manager

- Led the creator community delivering a 10x growth of the creator base, increased retention from 40% to 90% and also increased the overall content throughput.
 - Launched multiple contests & campaigns based on current content trends which further helped in increasing creator engagement & retention.
 - Ideated and launched a performance dashboard and leaderboard to deliver important insights to creators and help optimize their performance.
 - Owned creator upskilling by launching a video led learning program (simsim ki Pathshaala) helping creators understand the best practices of content creation.
 - Owned end to end communication solutions to drive the creator community. Crafted and disseminated compelling creator-specific messages and content (videos, infographics, creatives, presentations, how to guides, etc) to fuel simsim's creator community.
 - Coordinated with cross-functional teams, including marketing, design and product development, to ensure the successful execution of communication initiatives.
-

 (Acquired by Foxy) **2019-2020**

Community Growth Lead

- Directed community growth and creator acquisition at Marsplay focusing on fashion, beauty and health & wellness categories.
- Led a team of community managers and overlooked growth and acquisition of micro and macro creators across India. Successfully built a creator network of over 8,000 content creators in the fashion and beauty domain.
- Specialized in zero-budget growth campaigns - Marsplay E-Magazine, Brand Collaborations, Email Campaigns for creator acquisition, Contests, etc.
- Conducted offline and online community events, panel discussions, bloggers meet, and focus groups.
- Cracked brand deals with various beauty brands for our brand integration campaigns.
- Managed and directly responsible for the entire non-technical team of Marsplay.



DANCE WITH MADHURI (A venture by Bollywood actress, Madhuri Dixit Nene) **2018 - 2019**

Social Media Strategist

- Solely responsible for social media promotions and user acquisition for dancewithmadhuri.com. Ideated and executed social media campaigns pertaining to user acquisition, subscriptions, and UGC creation.
- Owned content & communications for the platform which included copywriting for posts, email campaigns, PR copies, weekly blog posts around dance which were narrative and engaging.
- Created content that was engaging and opened conversations across Facebook, Twitter, Instagram, and other microblogging sites. Actively engaged on platforms like Quora & Reddit.
- Worked actively in helping create offline communities, increase the existing online communities and convert them into subscribers.



Hike 2017 - 2018

Associate- Project Management, Community and Growth Initiatives

- Spearheaded the "Hike Ninja Program" and activated 5k Hike Ninjas in 500+ colleges across India, leveraging their online and offline networks to promote hyperlocal stickers customized for every college.
- Built and managed "Hike Squad", a ThinkTank consisting of over 500 college influencers for product validations and new product ideas.
- Conducted on-ground research and focus groups in 6 major cities of India focusing on behavior of users aged 16-25 across different social media platforms with the intent of finding a new market opportunity.
- Partnered with over 100 millennial Instagram influencers with a cumulative reach of 10 million all in a week's time.
- Successfully built, managed and engaged the 5k plus strong network of college influencers across India.

Other Work Experience:

1. Project Manager - Growth at InstaLively (2015-2017)
 2. Associate Corporate Communications at Frankly.me (2015)
-