AMIT SRIVATSA

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Bengaluru, India

SUMMARY

With 7+ years of experience in content strategy and digital marketing (for companies of all sizes) as individual contributor and small-team lead, I am looking to expand into roles with more responsibility.

My specialty is organisational content strategy that's built on analysing user behaviour trends and on general content health principles. My other area of expertise is creating content strategies for associated digital support channels like knowledge bases, communities, social media, etc., with a focus on design.

I have years of experience working with cross-functional teams on collaborative as well as individual projects. And then engaging with senior management and director-level roles, either to report on existing projects, or to get their buy-in for future ones.

I am well-versed in Adobe software like Photoshop, Premier Pro, Illustrators and Captivate. I am certified by Google in Google Ads and Digital Marketing. Currently, I am teaching myself Adobe XD and Figma while working on gaining my Google UX Design Professional Certification.

EXPERIENCE

Content Strategist, NetApp | Bengaluru, IN — Nov, 2019 - Present

Significant milestone / Nature of work	Skill Applied /Learned
Planned and executed content strategy activities such as workflows, interactive pdfs, etc to restructure existing knowledge base information in a way that enhances customer interaction experience - Reduced the time taken for user to find content by 50% or more.	Project Management, Content strategy, HTML
Structured and edited content on the Knowledge Base site as per best SEO practices - reduced bounce rate by 20%, CTR by 10% and pushed up average page rank across site	Information architecture, KCSv6, SEO
Analysed site usage data and worked extensively with SMEs and KDEs to identify content gaps and create new content - be it articles, videos, workflows, etc., (established content calendars)	Knowledge gap analysis, Cross-functional teams
Lead and delivered two high-value video projects. One of them was sent as NetApp's official entry for Digital Support Awards, the other was a project that helped VP level buy-in	Communication, Video production

Co-founder, BrandOne Apparels | Coimbatore, IN — Jan 2018 - Dec 2019

Significant milestone / Nature of work	Skill Applied /Learned
Grew a clothing brand from 0 to Rs 180,000 in revenue in 14 months.	Brand strategy
Organically increased page following (on Instagram) from 0 to 1000+ in four months.	Growth marketing
Created a fully functional e-commerce store from scratch in less than three months.	Wordpress + Shopify
Executed over 100 deals with multiple vendors, both for e-commerce and off line sales channels	Vendor management

Social Media Manager, Invictus Solutions | New Delhi, IN — Jan 2015 - Feb 2018

Significant milestone / Nature of work	Skill Applied /Learned
Reduced Cost per Engagement for a smartphone client by 70% by creating demographic-specific engaging content.	Facebook Ads, Ad copy writing
Increased site-visits for a home decor company by 5x by creating group targeted content.	Facebook Ads
Increased footfall 4x for a high end restaurant using locally targeted ads.	Google Ads
Increased ROI on Google Ads by 40% for a health/healing company by tweaking the copy, audience, placement, etc keeping the budget same.	Google Ads, Google Analytics
Created a modern, digital persona for multiple clients by designing the entire corporate Identity set: brochures, PPT, flyers, emailers, etc.	Graphic design, Corporate identity

Content Writer and Designer, Applesutra | New Delhi, IN — Oct 2013 - Jan 2015

Significant milestone / Nature of work	Skill Applied /Learned
Increased average page view from 0.8 to 2.6 by creating engaging content	Creative writing
Built the entire site from scratch on WordPress (part of a two-member team)	Wordpress, HTML
Grew the social media follower-ship from 10K to 100K+ (20% organic, 80% ads)	Brand strategy

EDUCATION

Masters (M1) in Economics — Toulouse School of Economics, Toulouse, France

2011-2012, Dropped out after year 1

BSc (Hons) Economics — Sri Sathya Sai Institute of Higher Learning, Puttaparthi, India

2008-2011, CGPA: 4.5/5.0

LICENSES AND CERTIFICATIONS

KCSv6 Practices Certificate — The KCS Academy (view)

Fundamentals of Digital Marketing — Google (view)

Google Ads Fundamentals — Google (view)

International Leadership and Organisational Behaviour — Università Bocconi (view)

HONORS AND AWARDS

Spot Award — NetApp | May 2020 — Outstanding work on Support Site and Engineer Experience videos

Spot Award — NetApp | April 2021 — For contributions to NetApp Women in Technology (Voluntary group dedicated to helping and promoting women in tech field)