



Aarti Nair

Outreach Programme Manager

Profile

Been an Entrepreneur, Facebook Influencer, Columnist, and creator of civil society initiatives for 6 years. I am now pursuing an MA in Global Communication and Development at Loughborough University, London. I am looking for part-time (20 hours/week) opportunities in startup consulting, media, communication and development.

Employment History

Outreach Manager at TwoZeroEighty.com

February 2019 – Present

TZE is a financial services startup that focuses on empowering young adults in making better financial decisions. My job here is to create brand strategies (client acquisition plans, business plan, etc) and engage with relevant youth organisation and media houses for meaningful partnerships.

Content and Communications Consultant

April 2017 – August 2018

- **Yocket Inc.** - Popular 'Study Abroad' portal for lakhs of Indian students- worked as a researcher and writer to develop a GRE Prep software and informative articles about foreign universities.
- **Empower Ed-** startup by Harvard alum in entrance prep and employment skills training for students. Worked as a Management Consultant and Strategist.
- **Design for Change-** an international not-for-profit organisation that empower students across 50 countries to be change makers. Worked as their PR consultant with articles published in the Times of India.

Co-Founder at CollegeBol.com, Ahmedabad

April 2012 – March 2018

- Co-founded the company and drove the first 2000 student reviews in a single month.
- Overall work included leading the website content strategy, managing the research team, review moderation, and non-technological recruitment and other founder level multi-tasking.
- Liasons with industry experts and organising offline events.
- Integral role in setting up and executing dynamic company culture practices.
- Social Media Management: Led the company Facebook page from 0 to more than 80,000 'Likes'.
- CollegeBol won local and national-level awards such as 'India's Top Digital Trailblazers by India Today & Hewett Packard' and 'Best ICT Initiative in Education by GESIA'.

Details

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Links

[Blog](#)

[LinkedIn](#)

Skills

Able to manage and implement Social Media campaigns

Google Analytics & Adwords

Wordpress Database Management

Event Management

Competitive Analysis

Collaboration/Productivity Apps

Leadership Skills

Business Awareness

Initiative and Problem-solving Abilities

Content Research & Development

Communication and Presentation

Columnist at City Bhaskar, Ahmedabad

January 2016 – February 2017

Columnist on the issues related to women, comments on the society and exploring womanhood.

🎓 Education

MA in Global Communication and Development, Loughborough University (London Campus)

October 2018 – Present

Our Global Communication and Development MA will develop our critical understanding of how the media and creative industries work, along with insights into broader economic, social, and political issues. For example, we reflect on International Business, analyzing Media Audiences, the impact of the digital age and information capitalism on the Global South, which incorporates communities across Africa, Asia and Latin America.

Bachelor, HL Institute of Commerce, Ahmedabad

June 2018 – April 2012

🌿 Extra-curricular activities

Public Speaker and Presenter, Ahmedabad

March 2018

Designed a lecture-series called 'Gender and Other Awkward Things' focused on bursting 'gender myths' and presented in corporate and academic settings like Ahmedabad University.

Stand-up Comic at Mahila Manch, Ahmedabad

February 2018 – August 2018

Performed stand-up comedy with Mahila Manch (Women's Stage) on the subjects of self-image, gender and societal stereotypes. Different sets were performed at public and private venues.

Emerging Young Writer at Gujarat Literature Festival

January 2016

Invited as a panelist by a regional literature festival to discuss writing and blogging.

Co-Founder and Core Member at Apna Adda Debate Society, Ahmedabad

May 2012 – February 2017

Co-founded a civil society initiative to discuss social issues. Work included event planning, promotion and execution of events. Organised 100+ public events using various media such as film, theatre to encourage discussions.

📖 References

References available upon request