

Contact

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Top Skills

Marketing Strategy
Video Production
Broadcast Journalism

Languages

English (Native or Bilingual)
Hindi (Professional Working)
Bengali (Native or Bilingual)
Marathi (Elementary)

Certifications

IELTS

Shayonnita Mallik

Brand Storyteller
Mumbai, Maharashtra, India

Summary

In an industry hyper-focused on 'content', I tell stories. In my 8-year career as a multimedia professional, I have worked in news, and on radio, built three FMCG brands, and developed a new social media philosophy.

At heart I am a writer, by experience a designer, and by choice a strategist.

Presently, breaking taboos at Nobel Hygiene Pvt. Ltd, and telling stories on Twitter.

Cogito ergo sum. :)

Experience

Nobel Hygiene Pvt. Ltd.

4 years

Manager, Brand Content and Strategy
January 2023 - Present (1 year 10 months)
Mumbai, Maharashtra, India

Built and head the internal-agency at Nobel Hygiene—a 9 member-team of strategic creatives (time we flipped that term!) who deliver all content required for Friends Adult Diapers, Teddyy Baby Diapers, RIO Sanitary Pads, Snuggly Baby Diapers. From packaging to social media and BTL creatives, we do it all.

- Launched India's first 'ultra-slim' diaper for adults
- Redesigned and rebranded the packaging for 12+ products including the Friends Adult Diapers pant range.
- Cracked a 45% engagement rate strategy for Friends Adult Diapers for a 50+ audience on Facebook.
- Social Media Strategy for RIO pads, a growing community of 45k+ menstruators on Instagram
- Wrote and executed countless outdoor campaigns.
- Coined viral term 'susu magnet' for Teddyy Baby Diapers

Also handle Marketing legal, SEO, web design, video and film production, PR and am the chief copywriter for Friends Adult Diapers, India's highest selling adult diaper brand.

Asst Manager, Brand Content

November 2020 - January 2023 (2 years 3 months)

Managed branded content for 4+ brands at Nobel Hygiene.

- SEO Content Strategy for Friends Adult Diapers, RIO Heavy Flow Pads, Teddyy Diapers, Snuggy Diapers.
- Launched a new factory, and curated press conferences.
- Social Media strategy that took RIO pads from 10k followers to a community of 35k+ on Instagram.
- Copy and Art on 3-time Effies-winning brand, Friends.

Also handle research, customer service, design, video production, and internal training and comms.

National Centre For Performing Arts

Freelance Writer

December 2015 - Present (8 years 11 months)

Mumbai Area, India

In my long association with the centre, I have interviewed personalities including Kalki Koechlin, Paul Goodwin, Quasar Aleque Padamsee and Leela Samson on their craft and on the future of the performance arts in India.

(Bylines available on request)

Eros Now

Sr Social Media Manager

December 2019 - October 2020 (11 months)

Mumbai, Maharashtra, India

Managed the Twitter, Facebook and, Instagram pages of Eros Now.

- Built and increased followership of Eros Now Twitter page.
- Worked on the Social Media Promotions for Haathi Mere Saathi (Starring Rana Daggubati), SoulSaathi and Halahal.
- Wrote Eros Now and Forever, a weekly Instagram column on films and how they spell what we feel.

Scroll Media

1 year 10 months

Sub editor and writer

June 2019 - December 2019 (7 months)

Mumbai, India

Writer-explainer of viral videos and trends. Work on Indian and global news stories to hone content and attract the widest possible readership. Curate and optimise international content that taps into trending issues. Compile and edit the Letters to the Editor section, engaging with digital readers on their ideas and concerns.

Multimedia Producer & Writer

March 2018 - June 2019 (1 year 4 months)

India

Assistant-writer and producer of 280+ episodes of Your Morning Fix, edited by Smitha Nair. Covered in international news and the 'And Finally' section, a quirky bulletin-ender on lighter news. Created a global Far Right Leaders' tracker, wrote key explainers on topics including e-waste, global tourism, the Yeti, #Milkshaking, 'study tubers', brain implants and conversion therapy among others, for an audience of over 1.98lakh subscribers.

Producer of The Election Fix and The Modi Years, series produced with the aim of equipping our democracy with information and fact in the lead up to the 2019 election.

Writer and producer for EcoIndia, an environment-news show broadcast on DW channel in Germany. Reported on key species, pollution and technologies core to environmental conservation.

Times Network

Junior Producer

April 2017 - February 2018 (11 months)

Mirror Now, Mumbai

Output desk Producer, wrote shows & special features.

Indus Daily

Managing Editor

September 2015 - January 2017 (1 year 5 months)

Mumbai

Indus daily is small start up – blog, trying to change conversations, and bring back long form writing. We believe that everyone has a story, worth being told. So here I am collecting, writing, editing and sharing in the huge social media world – just that – stories.

Bennett Coleman and Co. Ltd. (Times Group)

Features Writer (Internship)

November 2016 - December 2016 (2 months)

Mumbai Mirror, Mumbai Area, India

Reporter on culture with a special focus on theatre under national features editor Vishwas Kulkarni.

Single headedly managed the production of MM's Unwind page for two weeks

Explored the beats of music and personal finance, learned how to come up with quick quirky content.

Doordarshan News

Reporting Intern

April 2016 - May 2016 (2 months)

Mumbai

Responsible for the daily voice-overs, ticker, editing and making packages.

Reported on Govt, Press conferences and interviewed Colonel Purohit, the chief accused in the Malegaon Blast.

Covered Trupti Desai's Haji Ali Protest, Exim Bank's PC and other stories.

Extensive experience in PCR as assistant to the producer.

Radio Mirchi

Content Intern

November 2015 - December 2015 (2 months)

Mumbai

Worked alongside RJ Jeeturaj on his morning show, and RJ Prerna on Meethi Mirchi (afternoon show)

Worked alongside Indira Rangarajan on the Mirchi Music Awards

Scripted, did OBs, took live calls and bit on air as RJ Tara

Education

Symbiosis International University

Bachelor's Degree, Mass Communication/Media Studies · (2014 - 2017)

Bombay Scottish School

High School, PCMB + English · (2004 - 2014)