



APARNA GOYAL

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Bilingual professional with a **media & product degree** from **Medill, Northwestern University**. I bring strong writing, strategy, research & content management expertise. **Skilled in** product marketing & management, and project management. **On my way** to enhancing my knowledge of sustainability and tech

SKILLS

LANGUAGE

English (R, W, S) - Fluent

Hindi (R, W, S) - Fluent

SOFTWARE/TECHNICAL

G-Suite

Microsoft Suite

Figma

Canva

WebFlow

Premiere Pro

Codepen

Notion

SOFT SKILLS

Cross-functional Teamwork &

Communication

Leadership

Creative Ideation

Strategy

Content Marketing

UX Writing

Research & Design

Editing

Proofreading

Writing

Digital Strategy

Roadmapping

Research

Corporate Comms

CERTIFICATIONS

Jira - Agile With Atlassian

Google Analytics 4

EXPERIENCE & PROFESSIONAL GROWTH

PRODUCT MARKETING AND CONTENT STRATEGY | [LOAM](#) MAR '24 - JUN '24 | SAN FRANCISCO, USA

- Strategically created and delivered website content along with design using Figma and WebFlow ; created the **go-to-market strategy** for the webpage and product
- Wrote thought pieces and newsletters on sustainability
- Led outreach and editing** of podcasts and designed organic marketing strategy for the podcast

SR. CREATIVE EXECUTIVE | [FCB KINNECT](#) OCT '21 - OCT '22 | MUMBAI, INDIA

- Was the **lead copywriter** for brands including **Tide, Ariel and Old Spice (P&G India), Oberoi Hotels and Asian Paints**
- Brainstormed on and designed **pitch decks** for digital media strategy for brands like **Tiffany & Co.**
- Led and delivered on **award-winning digital campaigns** for Asian Paints and other brands
- Wrote long and short form copies aligned with brand and campaign goals, and for digital media
- Presented ideas to CMOs and brand managers for campaigns and **social media/content strategies**

COPYWRITER | ([RADIO MIRCHI](#), [TIMES GROUP](#)) APR '21 - SEP '21 | NAGPUR, INDIA

- Created **client collaterals** in terms of radio ads, and multimedia strategy and content plans based on client goals
- Crafted station specific assets including filler content, stories, radio jingles and others
- Ideated on-ground activities for the station's **marketing and revenue generation**
- Contributed with wide-ranging character **voice overs** for radio and client projects
- Onboarded and advised clients** on how to leverage Mirchi's media prowess and assets

SR. CONTENT MANAGER | [WALNUT FOLKS](#) | [CONFLUENC](#) SEP '20 - FEB '21 | NAGPUR, INDIA

- Led project management** and delivery of digital marketing targets for local brands
- Led quality control** from the creative team - including written collateral and artwork for digital media
- Looked into **content management lifecycle** - from ideation/planning to curation to scheduling and execution
- Recruited** and managed a team of 7 writers to deliver on company and client targets

CREATIVE DIRECTOR | [ADVIDS.CO](#) APR '17 - MAR '20 | PUNE, INDIA

- Delivered over 325 minutes (approx. \$200k worth) of video content
- Was the content lead and **project manager** for **key accounts** and high price realization projects including brands like **Swarovski, European Union, Wilhelmsen and Amazon** among others - with **clients soliciting repeat business** and requesting my involvement as project lead and/or writer
- Collaborated with** design, art, sales, client satisfaction and voiceover teams to ensure successful project delivery
- Undertook kickoff calls for **client onboarding** and ensured team engagement with QCs and project management
- Was appointed as the **head Hindi translator** for vernacular deliverables
- Collaborated with team heads on **enhancing processes and curating solutions** to approach specific projects

EDUCATION

NORTHWESTERN UNIVERSITY, MEDILL SCHOOL OF JOURNALISM (2024) CHICAGO, IL, USA

MSc. Journalism | Spec - Media Innovation and Content Strategy | [MSJ GRADUATE SPEAKER](#) | Ambassador
Applied product management principles with an entertainment and streaming product ; product marketing principles on fintech product ; applied UX design principles on events app ; studied funnel-based content marketing and applied them for content strategy for Oura Rings ; created a functional AI media product & business model ; used principles of leadership, business administration on a media product ; gathered, cleaned, reported with data ; reported, produced, edited video packages ; designed storytelling in an AR project around James Foley's work

RTM NAGPUR UNIVERSITY, HISLOP COLLEGE NAGPUR, MH, INDIA

- MA **Clinical Psychology** (2016)
Conducted research on the correlation between parenting styles and confidence in high school students ; studied abnormal psychology and therapies ; performed clinical tests ; learnt basics of organizational, positive and forensic psychology, gathered in-depth case studies of a wide spectrum of patients
- Bachelor of Arts | **Economics, Psychology, Political Science** (2014)
Studied microeconomics, macroeconomics, foundations of psychology and neurological concepts, the local, state and national political system in India, and english literature ; was the university topper in economics and political science

PROJECTS

- STREAMER** - A streaming and entertainment app - used product management principles, created MRD, PRD, prototype with UX principles, agile product & sprint backlog, scrum, segmented audiences basis TAM, SAM, SOM, performed quantitative & qualitative research
- SPENDHAPPY** - An [fintech product](#) - designed using product marketing principles, performed opportunity assessments, positioning, prototyping, cracked value proposition, performed quantitative & qualitative user research, market research
- LIVENT** - An [events app](#) - applied design principles, performed qualitative research techniques. created personas, user journey & empathy maps, UX research plans, did UX writing. distilled key insights integrated in lo-fi & hi-fi prototypes
- BEENICE** - An [AI product](#) for media to regulate comments - worked with engineers and used Perspective AI & Open AI API for flagging and rewriting suggestions for better comment behaviour, worked on business plan for the product
- LEAD ACTOR** in a short film - **An Afternoon Haiku** (Indian Film Project) - A 50 hour film making challenge with a theme released at midnight. Played one of the two female leads as a call girl in an LGBTQIA+ themed film
- ASSISTANT DIRECTOR** in a short film - [Rewind](#) (Indian Film Project) - Conceptualized the plot, scripted and contributed to other stages of production
- BLOGGER** (articles, poetry) - [Wrote](#) about travel, book reviews, thought pieces, poetry and a whole lot more