

APARNA GOYAL

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Content and marketing professional with experience across startups, agencies and global brands. Skilled in product marketing, content strategy, UX writing and research, translating products into clear, compelling narratives. Experienced in cross-functional collaboration and end-to-end content delivery across luxury, B2C and B2B industries.

SKILLS

● LANGUAGE

English (R, W, S) - Fluent

Hindi (R, W, S) - Fluent

● TOOLS

G-Suite

Microsoft Suite

Figma

Canva

WebFlow

Premiere Pro

Codepen

Notion

Jira

Google Analytics 4

ChatGPT

● 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

EXPERIENCE & PROFESSIONAL GROWTH

● CONTENT WRITER | [DUBAI SOTHEBY'S INTERNATIONAL REALTY](#)

JUN '25 - PRESENT | DUBAI, UAE

- Created multi-channel content supporting brand positioning, property marketing and agent visibility across social, web, email, PR and paid media assets
- Planned content calendars and localisation initiatives supporting Chinese market expansion, publishing 39 WeChat articles that generated nearly 2,000 clicks and 1,900+ unique visitors
- Contributed to awareness and consideration campaigns generating 214 leads, with Meta driving 98.6% of lead acquisition and over 1.2M video plays

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

- Led and shipped website content and UX using Figma and Webflow; developed go-to-market strategy for the AI product and webpage
- Wrote thought leadership and newsletters on sustainability; managed podcast outreach, editing and organic growth strategy

● SR. CREATIVE EXECUTIVE | [FCB KINNECT](#)

OCT '21 - OCT '22 | MUMBAI, INDIA

- Led creative campaigns for 6+ brands, including [award-winning](#) work for Asian Paints, driving cohesive digital strategies
- Developed digital media pitch decks for three major brands, achieving a 33% conversion rate and winning the mandate for Google
- Created campaign narratives and content strategies aligned with brand positioning and business objectives, presenting recommendations to CMOs and senior stakeholders

● COPYWRITER | [\(RADIO\) MIRCHI](#), [TIMES GROUP](#)

APR '21 - SEP '21 | NAGPUR, INDIA

- Wrote radio ads and multimedia content; crafted show assets, jingles and filler content to meet client goals
- Advised clients on leveraging Mirchi's media assets and contributed voice-overs across projects, converting 60% prospects with 360 degree content strategies

● SR. CONTENT MANAGER | [WALNUT FOLKS](#) | [CONFLUENC](#)

SEP '20 - FEB '21 | NAGPUR, INDIA

- Owned digital marketing deliverables for local brands, overseeing content lifecycle from ideation to execution
- Led creative quality control and managed a team of seven writers to deliver on client and company goals

● CREATIVE DIRECTOR | [ADVIDS.CO](#)

APR '17 - MAR '20 | PUNE, INDIA

- Led content and project delivery for >325 minutes of video (≈\$200k revenue) for clients including Swarovski, European Union, Wilhelmsen and Amazon
- Owned client onboarding and project management; repeat clients frequently requested leadership as project lead and writer

EDUCATION

● NORTHWESTERN UNIVERSITY (2024)

CHICAGO, IL, USA

MSc. Journalism | Spec - Media Innovation and Content Strategy | [MSJ GRADUATE SPEAKER](#) | Ambassador

● RTM NAGPUR UNIVERSITY, HISLOP COLLEGE

- MA Clinical Psychology (2016)

- Bachelor of Arts | Economics, Psychology, Political Science (2014)

NAGPUR, MH, INDIA

PROJECTS

- AI-POWERED PORTFOLIO AMA** - Designed and launched an [AI-powered AMA](#) transforming a static portfolio into an interactive product surface. Owned ideation, UX, model training and deployment, enabling real-time, context-aware discovery of experience and expertise
- STREAMER** - A streaming and entertainment app - Built MRD/PRD, UX prototype and agile backlog; ran quant and qual research to define segmented audiences and requirements
- SPENDHAPPY** - An [fintech product](#) - Drove opportunity assessment, positioning and value proposition, supported by user and market research for product marketing strategy
- LIVENT** - An [events app](#) - Applied UX research, personas, journeys and empathy maps; produced lo-fi/hi-fi prototypes and UX writing
- BEENICE** - An [AI product](#) for media to regulate comments - Worked with engineers using Perspective API and OpenAI API to flag and rewrite toxic comments; developed business plan

CREATIVE WORK

- 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