

Ayushi Tomar

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 Ayushi Tomar  Portfolio

PROFESSIONAL EXPERIENCE

Urban Ladder

Sr. Executive, Creative

March 2024 – Present

- Defined new brand tonality for Urban Ladder, resonating with a design-conscious urban audience. [View case study here.](#)
- Executed end-to-end copy for all ATL and BTL campaigns, leading to 12% increase in site traffic.
- Developed and launched content strategies for 200+ products across new collections ([Oasis](#) and [Terra](#)), contributing to 20% of overall monthly revenue.
 - Campaigns included building storylines for new collections, product descriptions, landing pages, brand film ideation, in-store communication, print, digital advertising, and product catalogues.
- Led sales initiatives, including naming strategy, static and video ads, in-store communication, landing pages and banners, influencer marketing, newspaper, and radio ads. [View here.](#)
- Revamped brand voice for other business verticals, including [Home Interiors](#) and Institutional Business, optimizing landing pages, establishing triggered messaging, conceptualizing brand film copy and executing catalogues.
- Led narrative direction for [influencer marketing and UGC initiative](#). Contributed to Instagram content ideation by developing concepts and writing post copy.

Rocket Health

Content Marketing Associate

July 2023 – Jan 2024

- Redefined YouTube content strategy and wrote [scripts](#); one of the videos has 3 lakh+ views and is the [top-performing video](#) on the channel.
- Leveraged social media insights and crafted engaging content for LinkedIn and Twitter, leading to a 52% and 44% increase in impressions, respectively.
- Increased organic impressions on [mental health blogs](#) by 66% through a targeted content strategy.
- Hosted regular Discord sessions for our online community (5000+ members) to ensure positive engagement and brand awareness.
- Developed copy and scripts for marketing campaigns across WhatsApp and Email.
- Additional projects included executing [investor video](#) and user toolkits/resources.

Freelance

Dec 2021 – Jan 2023

- Managed LinkedIn and Twitter accounts and curated content for renowned CEOs and entrepreneurs.
- Strategically engaged with relevant LinkedIn accounts on behalf of my clients to build brand awareness and drive community engagement.

EDUCATION & CERTIFICATIONS

Masters in English (2021 – 2023)

University of Delhi

Bachelors in English (2018 – 2021)

University of Delhi