



ANUSHKA PEDNEKAR

Marketing, Social Media & Events Professional

+61 402672504

anushka.p2411@gmail.com

CORE SKILLS

- Social Media Management
- Content Creation & Campaign Planning
- Community Engagement
- Brand Marketing & Storytelling
- Reels & Short-Form Video Content
- Email Marketing & Communications
- Event Coordination & Activations
- Google Analytics & Performance Reporting
- AI-Assisted Content Workflows
- UX-Focused Content Development

CERTIFICATIONS

- Digital Marketing Strategy – **RMIT Online**
- AI in Marketing – **HubSpot**
- Google Analytics for Beginners – **Google**
- Social Media Content Marketing – **Udemy**

TOOLS & TECHNOLOGY

- Content & Design:**
Canva • Figma • CapCut
- Social Media & Marketing**
Instagram • LinkedIn • Facebook • YouTube • TikTok
- SEO & Analytics**
Google Analytics • Google Search Console
- Collaboration & Productivity**
Slack • Trello • Asana • Notion
- AI Tools**
ChatGPT • Claude • Microsoft Copilot
- Content Scheduling**
Meta Business Suite • Metricool

PROFESSIONAL SUMMARY

Creative and results-driven marketing professional with an experience across social media, content marketing, digital campaigns, community engagement, and brand activations within global agency networks including Interpublic Group and Publicis Groupe. Skilled in creating multi-platform campaigns, managing content calendars, producing engaging social content, supporting live events, and building audience engagement through storytelling and digital strategy. Experienced working across both strategy and execution, with a strong ability to collaborate with stakeholders, manage campaigns, and deliver measurable growth across social, digital, and community-focused initiatives.

AWARDS & RECONITIONS

GOLD for Best Website / Microsite

Internet and Mobile Association of India (IAMA), Jan 2025

- Recognised for delivering an innovative, user-centric microsite that drove engagement, enhanced UX, and showcased cutting-edge digital storytelling.
- Led content strategy, editorial planning, and cross-platform campaign integration contributing to award-winning outcomes.

Best Website Design

Kyoorius Young Blood, Jun 2024

- Awarded for creative and strategic website design, combining visual storytelling with SEO-driven content architecture.
- Contributed to concept ideation, content structuring, and digital campaign alignment that amplified client impact.

WORK EXPERIENCE

Marketing Specialist

Australian Dental Foundation | April 2026 – Present

- Supported community campaigns, fundraising initiatives, and awareness activations across multiple outreach programs.
- Managed social media content creation, scheduling, and marketing communications across Instagram, Facebook, PR, and digital channels.
- Created engaging social media assets including event highlights, behind-the-scenes content, campaign posts, and community-focused storytelling.
- Assisted in coordinating events, supplier communication, and production timelines to support successful campaign delivery.
- Captured live event content including interviews, behind-the-scenes footage, attendee interactions, and community engagement moments for social media and promotional use.
- Supported partner outreach and stakeholder engagement to strengthen community participation, brand visibility, and campaign awareness.
- Designed and updated marketing collateral, social media creatives, and promotional materials while maintaining consistent brand identity.
- Monitored audience engagement and supported content optimisation efforts to improve reach, interaction, and community engagement across digital platforms.

Content Strategist

Interpublic Group (IPG) | 2022 – 2025

Clients: Adani Group, The Leela, Amul India, Streax India, Mahindra Group, Skoda World Gold Council

- Led integrated content and SEO strategies increasing organic website traffic by 32% within 12 months.
- Built topic clusters and content roadmaps improving first-page keyword rankings by 28%.
- Defined brand voice and channel strategy frameworks across multi-platform campaigns.
- Contributed to strategic pitch work securing 2 new client partnerships within a financial year.
- Directed short-form and branded content initiatives increasing social engagement by 38%.
- Collaborated with developers to optimise website content and UX, improving conversion rates by 14%.
- Managed cross-channel editorial calendars and performance tracking across SEO, social, and paid campaigns.
- Represented the brand at industry events and activations, capturing live content, stakeholder interviews, and key moments to create cross-channel assets that extended campaign reach.

KEY ACHIEVEMENTS:

- Successfully increased website traffic by 32% and improved keyword rankings by 28%, driving measurable client ROI.
- Played a key role in pitches that secured 2 high-value client partnerships in one year.
- Produced live event and branded content that boosted social engagement by 38%.

SENIOR WRITER & STRATEGIST

Publicis Groupe | 2019 – 2022

Clients: Mondelez, Airtel, Godrej Group, Zee5, Akasa Air, Bajaj Allianz, Pampers

- Led content workshops and training sessions to strengthen digital content and SEO expertise.
- Assisted in building content strategies and contributed to multi-channel campaign planning.
- Developed and managed content calendars, ensuring consistent publishing across platforms.
- Produced SEO-driven digital content, increasing organic traffic by 24% year-on-year across key accounts.
- Optimised on-page SEO elements, improving click-through rates by 18%.
- Contributed to ecommerce and product launch campaigns, generating 20–30% uplift in campaign engagement.
- Translated analytics insights into content optimisation strategies, improving landing page conversions by 11%.

KEY ACHIEVEMENTS:

- Boosted year-on-year organic traffic by 24% through targeted SEO content production.
- Achieved 20–30% increase in engagement for product launch and ecommerce campaigns.
- Enhanced landing page performance by 11% through analytics-driven optimisation.

VOLUNTEER EXPERIENCE

CREATIVE CONTENT & SOCIAL MEDIA STRATEGIST

Parent Thread Australia

- Developed and executed social content strategies, increasing engagement by 15% within 2 months.
- Designed and managed comprehensive content calendars to plan posts, campaigns, and community initiatives across platforms.
- Grew community reach by through targeted storytelling and platform optimisation.
- Produced and edited short-form video content, including Reels, stories, and post-event highlights.
- Captured content at events, including behind-the-scenes footage and interviews, to create engaging social assets.
- Planned creative event ideas and content concepts to maximise audience participation and reach.
- Assisted in identifying and liaising with potential sponsors to support community events.
- Refined post tone, format, and design strategy to improve post interaction rates.

SOCIAL MEDIA & ENGAGEMENT OFFICER

Dogs Canberra

- Ideated content topics and themes to align with community interests and organisational goals.
- Built and managed comprehensive content calendars to schedule posts and campaigns across platforms.
- Produced and scheduled content using Meta Business Suite, ensuring consistent multi-platform publishing.
- Actively engaged with online communities, replying to comments and facilitating group interactions to foster a strong, connected audience.
- Monitored community sentiment and feedback to inform content strategy and improve engagement.
- Assisted in campaign planning and collaborative content initiatives with internal teams.