

Wearing my
**ARMOUR of
MARKETING**
since 5+ years

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Here's how I carved my way as a Marketer & Brand Strategist

I often opine 'Marketing is my Armour' and there's not a stronger statement for me to believe in. Over more than 5 years, I have explored all the facets of this domain including ATL, BTL and TTL, which carves my way as a 360 degree marketer.

If 'Marketing is my armour', then, 'Content is my Prowess'. In today's ever-changing time, I categorise Social Media as the most evolved means of Marketing, which runs in my veins. Not to forget the power of the old-age media, I recently added 'Public Relations' to my skillset.

I currently hold the position of Consultant- Ministry of Railways, Government of India; and Assistant Director- Corporate Affairs, PRAG (a leading Social Media, PR & Communications firm); and supervise the Corporate department with experts in multi-faceted dimensions of Marketing encompassing 'BTL Activation, Social Media, Content, Design, Communication and Project Management'.

EDUCATIONAL QUALIFICATIONS

- ▮ Distant MBA in Marketing: Narsee Monjee (NMIMS): ***Currently Pursuing***
- ▮ Post Graduate Diploma in International Business Operations: **2022: 62%**
- ▮ Level B1: Alliance Française: **2020: 90%**
- ▮ Bachelor of Commerce (Hons): University of Delhi: **2020: 75%**
- ▮ 10 + 2 CBSE Examination: Summer Fields School: **2016: 93.5%**
- ▮ 10th CBSE Examination: Summer Fields School: **2014: 96%**

Taking you through my
**PROFESSIONAL
JOURNEY**

PRAG INDIA

(September – Currently Working)

Consultant- CONCOR, Ministry of Railways, Government of India

Assistant Director- Corporate Affairs, PRAG India (360 Degree Marketing)

- Leading a team of 25+ Connoisseurs (Marketing & Content Experts, Social Media Specialists, Design Connoisseurs, PR Professionals)
- Responsible for strategic Brand Positioning with the cornerstones of BTL Marketing Activation, Content, Social Media, Communications & Public Relations
- Curating internal policies & SOPs for the company framework

Marketing: ‘Stirring Marketing Strategies to Strengthen Brand Positioning’: ATL, BTL, TTL

- Establishing positioning & implementing marketing plans for a diverse boutique of brands
- Brainstorming and integrating marketing campaigns across online & offline tactics
- Orchestrating events while maintaining a grip over expenditures
- Examining marketing data & building cross-channel campaigns
- Conducting research for comprehending consumer behavior, industry perspectives & success models
- Guiding direction for public-facing communications, including print & digital assets
- Curating crisp budgets while enhancing ROI
- Maintaining lucrative industry connections with vendors & agencies

PRAG INDIA

(Sept 2021 – Currently Working)

Social Media: ‘Bringing Life to Visualisation with Quirky Masterstrokes’ Content Management & Public Relations: ‘Penning down Wonders’

- Strategically covering events of Hon’ble PM, designated Ministers, eminent national & international personalities on Social Media
- Defining KPIs, administering and overseeing campaigns across digital channels for maximum user engagement
- Performing research on current benchmark shifts and audience preferences
- Keen & precise eye for Social Media trends
- Furnishing witty & meaningful pieces of copywriting
- Responsible for monitoring data analytics & devising strategies for optimization & increasing traffic

- Articulating and spearheading content for Social Media campaigns, Media Releases, Blogs, Byline & Feature Articles, Business Proposals
- Curating sharp-witted content for Outdoor Advertisements
- Drafting comprehensive Media Releases (specifically for Govt. of India and corporate players)
- Executing Influencer Marketing and third party endorsement campaigns

Brand Positioning & Growth: ‘Target the Right, Grow Unparalleled’

- Deriving brand growth strategy (short, medium- and long-term roadmap for the brand)
- Strategic planning for new products/category introduction and channel expansion
- Delivering post-campaign analysis, compiling learnings & insights, and building growth strategy for the business

CLIENTS SERVED

Tenure @ PRAG



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HIGHLIGHT PROJECTS



Azadi Ka Digital Mahotsav

At Ministry of Electronics & Information Technology

Amidst the presence of Hon'ble Minister & Minister of State, Ministry of Electronics & Information Technology

MASGRADE 2022

Amidst the presence of Shri Venkaiah Naidu, Vice President of India, Chairman, Central Board of Indirect Taxes & Customs (CBIC), Deputy Secretary General, World Customs Organisation, and other international and national bodies

**ANTI-SMUGGLING
DAY 2022**

Amidst the presence of Mr. Mohan Kumar Singh, Director General, Directorate of Revenue Intelligence, delegate from US Embassy, officers from India Coast Guard, CBIC, CBI, and IPS & IAS officers

PolicyX.com

(Sep 2020 –Sep 2021)

CLIENTS SERVED
(Few among the boutique)

Content & Social Media Manager, Senior Business Developer

- Successfully generated a total revenue of 2 Crore +
- Onboarded new partners and managed existing clients with complete servicing for consistent business generation
- In constant coordination with all insurers for maximum revenue magnification
- Creating development plans and forecasting sales targets and growth projections
- Prime point of contact for the content pipeline pertaining to the official website & other formal channels of communication
- Effectively guided a team of 7-10 Content Professionals
- Advised on the development of content blueprint for strategic brand positioning
- Responsible for developing a functional editorial/content calendar for smooth functioning of various departments
- Identified potential content opportunities from current industry events & trends
- Ideated and managed a variety of engaging and call-to-action content for Social Media platforms
- Accountable for optimizing Social Media channels; building & sustaining online reputation



WonderWerkz

(June 2019 – August 2020)

CLIENTS SERVED
(Few among the boutique)

Business Developer, Marketing Expert

- Gained hands-on experience by managing a team of 5-7 interns in the domains of Marketing & Content
 - Responsible for articulating marketing strategies for active brand promotion and growth
 - Undertaking competitor research and market analysis
 - Ensuring appropriate execution of marketing campaigns across online & offline channels
 - Responsible for creating marketing collateral materials
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- Distinctively formulated marketing content for embassies while being the prime point of communication with delegates
 - Articulated content strategies, curated compelling content in alignment with SEO keywords
 - Single handedly worked on the business proposals and company profile
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- Cultivated commercial alliances for long-term growth of business & revenue maximization
 - Sustained partnerships for long-term growth of business



中国南方航空
CHINA SOUTHERN



Hero

Godrej

TVS



TOYOTA



INTERNSHIPS

WonderWerkz (February 2019 – May 2019)

Internship: Marketing & Content

Caya Constructs (June 2018– August 2018)

Internship: Marketing

British Council (February 2016 – July 2016)

Internship: Marketing

**PAVING WAY
THROUGH INTERNSHIPS**

Here's how I entered the world of Marketing

Ardently developed an interest in the sphere of Marketing while organizing events during college & school

Positions of Learning, Positions of Responsibility:

- President & General Secretary, The Commerce Society, Dyal Singh College (2018-2019)
- Secretary Head, The Commerce Society, Dyal Singh College (2017-2018)
- Member, The Commerce Society, Dyal Singh College (2016-2017)

My interest in Marketing dates back to my college days which commenced with networking, raising sponsorships and articulating plans for organizing events. Undoubtedly, the exposure during my college life framed my professional journey and strengthened my niche to explore the world of Marketing

Here's what I want to overwhelmingly share:

- **Raised the sponsorship amount worth Rs. 8.5 Lakhs + during the last final year of graduation**
- **Dealt with 50 + brands during the journey of college including illustrious names like Red Bull, Monster Energy, and Godrej among others.**

Introducing you to my enclosed world

I believe in prioritizing Mental Health.....

- Until recent times, I commenced an Instagram handle, where people could retain their anonymity and still pour out their hearts for safeguarding their mental peace.
- My inner self has always encouraged me to pen down blogs on Mental Health, which then inspired me to pen down a **short book!**

'Supercalifragilisticexpialidocious' is my favourite word, which *simply* means 'Amazing'

- I am a word hunter. I search for the fanciest words and store it in my sphere of knowledge.

I can pen down my thoughts into anecdotes within a matter of minutes!

Well, we could try that together!