

Meenakshi Patil

Sr. Executive - Marketing | Digital Strategy | Content & Communication Specialist
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Professional Summary

Marketing professional with expertise in **corporate communications, digital marketing, and client training programs**. Skilled in **content creation, website management, email marketing, and event participation**, driving brand visibility and business growth. Adept at streamlining operations, enhancing user engagement, and managing key marketing initiatives.

Professional Experience

Sequel Logistics, Bengaluru

Sr. Executive - Marketing (April 2024 – Present)

- Managed **Sequel Logistics' online presence**, optimizing website content and LinkedIn engagement.
- Executed **targeted email campaigns** via Infobip, improving client outreach and communication efficiency.
- Developed **Business Reference Numbers** for shipment tracking, streamlining operations and enhancing client satisfaction.
- Led **client communication programs** for chatbot systems, ensuring seamless shipment management.
- Represented Sequel Logistics at **industry events** (Pharma Connect, BioAsia, ISCR), strengthening brand presence in the CRO and pharma sectors.

Management Trainee (February 2023 – April 2024)

- Supported **client engagement and training** through strategic communication plans.
- Collaborated on **content marketing strategies**, enhancing brand visibility and audience engagement.

Fincare Small Finance Bank, Bengaluru

Corporate Communications Intern (*November 2020 – November 2022*)

- Managed **LMS content development**, enhancing corporate training and internal communications.
- Created high-quality **videos and presentations** for learning programs.
- Facilitated **cross-functional communication**, ensuring consistent corporate messaging.
- Built an engaging **content library** to support training initiatives.

GirnarSoft Education Services Pvt. Ltd., Bengaluru

Executive - Operations (*April 2019 – September 2019*)

- Managed operational tasks and ensured **effective client communication**.
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Education

- **MICA | The School of Ideas**
Advanced Certificate in Digital Marketing and Communication (July 2023 – Present)
 - **ABBS Bangalore**
MBA - Marketing & HR (August 2015 – June 2019)
 - **Ballari Institute of Technology and Management**
BE - Computer Science (August 2014 – July 2015)
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Certifications

- UpGrad: **Advanced Digital Marketing & Communication with Gen AI**
 - UpGrad: **Social Media Marketing**
 - UpGrad: **Generative AI in Social Media & Content Marketing**
 - Udemy: **Market Research**
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Key Skills

- **Digital Marketing:** Social Media Management, SEO, Website Content Strategy
 - **Communication:** Email Marketing, Corporate Training, Video & Presentation Content Development
 - **LMS Expertise:** Content Design & Communication Management
 - **Event Participation:** Networking in CRO, Pharma, and Biotech Sectors
 - **Technical Tools:** Infobip, Chatbot Systems, Data Management for Shipment Tracking
 - **Visual aids:** Newsletter, Leaflets, Brochures, Journal and Publication marketing
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Key Achievements

- Enhanced **website design and content**, improving user experience and lead generation.
- Developed **engaging training materials** on LMS, increasing team efficiency.
- Strengthened **Sequel Logistics' brand presence** through industry event participation and strategic partnerships.
- **Newsletter and Visualaids** (Theme of the year and reorganization by quarterly)