

Supriya Manot

A digital marketer with a passion for creating content, managing websites that drive brand growth.

ACCOMPLISHMENTS & MILESTONES

Website Strategy & Management

- + Managed **11+ brand websites**, including a **primary higher ed website** that has **50K avg. monthly visitors**, making daily content updates, page layouts, and content changes
- + Led the **redesign** of a **brand website**, providing a vision to developers and designers and writing all website copy.
- + **Oversaw on-site analytics**, creating regular reports, tracking visitors, and planning a course of action accordingly

Social Media & Content Creation

- + Led an organic social media strategy that contributed to an **increase in followers by 22k** over 3 years
- + Helped **grow total engagement by 23k**
- + **Established social media guidelines** and templates to guide internal communication teams
- + Created and managed **social media calendars**

Website Editorial Strategy

- + **Maintained brand blogs** in three previous roles
- + Managed web and social media **content calendars**, giving direction to publishers
- + Planned content strategy that involved **writing sponsored and branded content**
- + Pitched in with articles as needed

SEO & Email Marketing Support

- + Implemented **keywords and SEO strategies** on a heavily trafficked website
- + **Designed email layouts**

Lead Generation Support

- + Assisted with lead form creation, testing, design and tracking
- + Managed the content, layout, and design for lead generation websites

EMPLOYMENT HISTORY

- + Digital Marketing Manager, Boston University Questrom School of Business (2016-2019)
- + Marketing & Promotions, A Travel Duet (2013-2014)
- + Marketing & Communications, Oaktree International School (2010-2012)

CONTACT

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📍 Natick, MA / Remote

EDUCATION

Boston University College of Communication, Boston, MA
M.A. in Emerging Media Studies, 2016

Symbiosis Institute of Media & Communication, Pune, India
M.B.A., Advertising, 2009

SKILLS

Tools

Google Analytics, Google Suite, MailChimp, WordPress, HTML, Canva, Buffer, Sprinklr, Adobe Creative Suite, Premiere Pro, Adobe Lightroom, Final Cut Pro, ActOn, Trello, Asana, Facebook Business Manager, Facebook Ads Manager

Soft Skills

Planning, Strategy, Design, Social Media, Marketing, Writing, Blogging, Research

PROJECTS

Funtravelog, a personal couples and family travel blog

Boston Spotter with Spotted by Locals, a community of blogs by locals.