

Advait Ubhayakar

Address: 435, E70th Street, Apt. 17L, New York, NY 10021

Phone: (908) 907-6434 | Email: advait.ubhayakar@gmail.com | www.linkedin.com/in/advaitu

PROFILE

A communications professional with **9 years** of experience in digital marketing and content writing, an MBA in Communication Management, and an MFA in Creative Writing; currently working as a business strategist, content manager, and copywriter.

MARKETING EXPERIENCE

Marketing Consultant

July 2012 – Present

- Developed the voice and content of [Minimiles](#), the first app for kids ages 6-9 to help plan their family vacations in Denmark
- Crafted branding, materials and a hyperlocal strategy for [Woohoo](#), an organic milk startup, garnering VC funding and 100+ users
- Created a real-world tour of [CtrlS](#), Asia's largest Tier 4 data center for CIOs, exceeding their annual sales target and [94K virtual views](#)

Online Entrepreneur and Publisher

July 2011 – June 2012

- Founded Stories Ink, an online service where clients can commission a writer to craft their favorite memories into stories
- Published a 150-page employee guidebook for [Private Unlimited](#), working closely with its founder on an aggressive six-week deadline
- Wrote and published *Faith is a Free Market*, a book of photo-poetry on the business owners outside a popular temple destination

Business Manager and Writer, [Synapse Information Services](#)

April 2008 – June 2011

- Oversaw a business unit of eight employees, handling a diverse roster of clients like CRY America, Microsoft, IDG, and Sharekhan
- Grew the retainer engagement with Microsoft by 23% in one year, while keeping my team size constant
- Strategized and wrote content for the integrated campaign to launch Office 2010 and Windows 7 in India, achieving over 2.1 million trials
- Acquired new business from HP, McKinsey, IBM, and Landmark, creating and presenting solution-centric proposals
- Project-managed 'Control Costs', Microsoft's first integrated campaign for enterprises, generating 3360% ROI of Spends-to-New-Revenue

SKILLS

- Fluent with the Microsoft Office suite, Adobe Photoshop and InDesign
- Web skills: Metric-based social media marketing, email optimization and A/B testing, Wix, WordPress, and working knowledge of HTML coding
- Proficient in English and four Indian languages
- Driven by attention to detail, best practices, and rapid prototyping

OTHER RELEVANT EXPERIENCE

- Managing Editor, [Cooper Street Journal](#)** *March 2014 – Present*
- Ensured the magazine's [four volumes so far](#) were timely published
 - Created the workflow, social media presences; defined a house style
 - (Ongoing) Line-edit chosen work, design graphics, update website
- Research Assistant, Dr. M. A. Rafey Habib** *Jan – June 2015*
Worked closely with the author on researching and copy-editing his book-length manuscript on Hegel and literary theory
- Teaching Instructor, Rutgers University, Camden, NJ** *Fall 2013 – Spring 2015*
Designed and taught six under-graduate courses in writing English
- Researcher and Writer, Microsoft Cloud Power** *Oct 2010 – April 2011*
Evangelized cloud computing among India's top CXOs, writing the [‘Cloud Handbook’](#) (over 15K unique views) and 30+ advertorials for magazines like *The Economist*, *Fortune*, and *HBR*
- Content Manager, Microsoft BMO Newsletter** *2008 – 2011*
Streamlined data from 12 departments into one infographic-based email led by a topical editorial, motivating 5000+ employees monthly
- Co-author, Editor, Marketing textbook** *2007*
Wrote two chapters and proof-read *‘An Introduction to Branding and Marketing Communication Management’* (Manak Publications)

EDUCATION

- Rutgers University, Camden, NJ** *2013 – 2016*
Masters in Fine Arts (MFA) in Creative Writing
Concentration: Fiction; graduated with 4.0 GPA
- Symbiosis Institute of Media and Communication, Pune, India** *2006 – 2008*
MBA in Communication Management
Specialization: Advertising; graduated First Class
- St. Andrews College, Mumbai University, Mumbai, India** *2003 – 2006*
Bachelors in Mass Media (B.M.M.)
Major: Advertising; graduated First Class with Distinction

AWARDS AND GRANTS

- Vermont Studio Center, **Writing Residency Fellowship** *June 2015*
- Rutgers University, Camden, **Dean's Achievement Scholarship** *2014 – 2015*
- Microsoft CMG Agency Award 2010 for **Best Account Management** *July 2010*