

ANKISHA RANA

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SUMMARY

Experienced professional with over 10 years of experience in digital communications, strategic marketing, operations management, and process improvement, with a proven track record across multidisciplinary environments in Asia, North America, and Europe.

- **Marketing Insight & Strategy:** Skilled in developing and delivering marketing strategies aligned with organisational goals and audience needs.
- **Data & Analytics:** Experienced in designing and implementing reporting tools to inform data-led decisions and improve campaign performance.
- **Team & Project Leadership:** Demonstrated success in leading marketing and operations teams of 10+ members, delivering results across complex projects and stakeholder landscapes.
- **Collaboration & Infrastructure:** Strong focus on building scalable internal processes and working across teams to drive cohesive, high-impact delivery.
- **Digital Expertise:** Proficient in strategic planning, product oversight, Adobe Creative Suite, and multi-platform content delivery.

EDUCATION

Masters of Arts in Future Media

Birmingham City University, Birmingham, United Kingdom

Sep 2015 – Oct 2016

- Key modules

Discovery: Creative, Technical and Planning | Project Management and Solutions | Creative Skills: Design and Production | Future Media: The new rules of digital communication | Development and Deployment

Masters in Journalism and Mass Communication

Guru Gobind Singh Indraprastha University, New Delhi, India

Aug 2010 – Nov 2012

- Key modules

Communication Theory | Print Media & Journalism | Development Communication | Integrated Marketing Communication | Media Laws & Ethics | New Media & Journalism | Media & Communication Research

WORK EXPERIENCE

Marketing Executive at Momentum One Zero (BRCD)

Feb 2023 - Present

within Queen's University Belfast, Northern Ireland, UK

- Lead the end-to-end development and execution of the centre's global marketing and communications strategy, positioning it as a key innovation hub.
- Drive brand visibility through strategic campaigns, media outreach, and high-impact exhibitions, resulting in a notable increase in collaboration inquiries.
- Oversee the production of digital and print content, newsletters, and campaign collateral that showcase the centre's thought leadership and research impact.
- Introduce and implement workflow automation tools to streamline content planning and improve campaign delivery timelines.
- Represent Momentum One Zero at internal and external events, coordinating messaging, branding, and partnership engagement.

Partner (Strategic Advisor) at Socio Sketch Media. New Delhi, India

May 2022 – Present

- Promoted to Partner after stepping down from operational responsibilities, I continue to guide the company’s strategic direction.
- Advise on high-level decision-making, business growth, and positioning.
- Support the leadership team in refining client strategies and service offerings.

Head of Content Acquisition at Uplevyl. Texas, U.S.A

Jul 2022 – Jan 2023

- Developed integrated workflows for content production and promotion.
- Aligned content strategy with business goals and improved engagement quality.
- Coordinated with cross-functional teams to streamline operations.

Co-Founder & Digital Marketing Strategist at Socio Sketch Media.

Jan 2018 – Apr 2022

New Delhi, India

Co-founded a New Delhi-based Digital Media Agency providing comprehensive online marketing services to SMBs

- Spearheaded a team of 10+ professionals providing comprehensive digital marketing strategies and solutions
- Planned and executed marketing campaigns and activities
- Negotiated, acquired, and managed 14 SMB accounts from strategy through execution

Digital Marketing Strategist at 2 Web Design, Saskatoon, SK, Canada

Nov 2016 – Nov 2017

- Managed SEO, content marketing, analytics, and social media for clients.
- Built inbound strategies to drive awareness and user engagement.
- Delivered measurable improvements in digital performance.

Business Head at Sticky (Digital Agency), Delhi, India

Dec 2013 – Jul 2015

- Developed the agency’s presence in new markets.
- Designed multi-channel campaigns and led revenue performance.
- Managed and empowered cross-functional teams.

Media Executive at Tatva Media, Delhi, India

Nov 2012 – Nov 2013

- Oversaw client social media accounts and digital marketing campaigns.
- Trained and managed junior team members.
- Delivered measurable growth in engagement.

WHAT I BRING

Strategic Campaign Execution

Visual Design & Brand Storytelling

Content Production & Editorial Planning

Data Visualisation

CRM & CMS Management

SEO & Performance Optimisation

Audience Segmentation & Targeting

Website & UX Content Structuring

Project Management Skills

Higher Education Sector Insight

Event & Activation Management

Copywriting for Multi-Channel Campaigns

Stakeholder Relationship Management

Agile & Remote Project Delivery

Team Mentorship & Creative Direction

User-Centred Design Thinking

Multi-Region Marketing Experience

Cross-Platform Digital Marketing

CERTIFICATIONS

- [CIM ACIM Member](#)
 - [WOMEN & MINORITY GENDER LEADERSHIP PROGRAMME, 2023](#), from William J Clinton Leadership Institute at Queen's University Belfast
 - [Verified International Academic Qualifications](#): Issued by World Education Services
 - [LinkedIn Introduction to Career Skills in Data Analytics](#)
 - [LinkedIn Remarketing Strategies with Google Ads and Analytics](#)
 - [Introduction to Python](#) by PA Consulting
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KEY ACHIEVEMENTS

- **2025- Brand Revitalisation:** Revitalised the branding and content strategy for Queen's University Belfast's research centre 'Momentum One Zero', doubling event attendance and tripling social media engagement, showcasing strong skills in digital marketing and strategic content creation.
 - **2023- Cybersecurity Conference Execution:** Managed a major cybersecurity conference in Washington DC, ensuring seamless execution and driving marketing strategies, highlighting my capability in strategic event management and stakeholder engagement.
 - **2021 – Led Market Expansion:** Identified growth opportunities and developed business strategies that supported Socio Sketch's expansion from North India to South India.
 - **2020- BBC Expert Panel Participation:** Represented Indian startups on BBC's 'Work Life India', providing business insights and enhancing stakeholder communication skills. [Watch Here](#)
 - **2019 – Featured by Social Samosa:** Recognised by a leading Indian digital marketing portal for contributions to early branding efforts at Socio Sketch. [Featured in Social Samosa](#) for effective brand positioning.
 - **2016- Appointed Communications Assistant:** Got selected as Communication/Marketing Assistant during Masters in Birmingham City University, wherein I assisted the Media school in creating marketing strategies, disseminating press activities and managing social media campaigns.
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REFERENCES

Dr. Stephen McCabe

Executive Director, Momentum One Zero (BRCD)
within Queen's University Belfast (QUB)
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Prof Máire O'Neill

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(CSIT) within Queen's University Belfast (QUB)
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