

# Aarati Divanji

## LONDON, UK

Right to Work in the UK - Yes

Current Visa - Tier 1; Exceptional Talent

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### Notable Projects

>> Nike, TikTok - Brand Ambassador, Content Creator, Social Media Influencer.

>> Successfully curated a 10k+ following for myself, ([Click to view](#)) capitalizing on building long-lasting relationships & understanding consumer preferences.

>> Primary cameraman for documentary short- Filming an orchestra tribute performance to 'Queen'. Nottingham, UK.

>> Co-Pioneered 'The Happyness Project' a teaching program at Asia's largest slum (Dharavi), Mumbai India.

>> Performed as a singer-song writer at venues across London and Mumbai.

### Education

Queen Mary University of London, London || Sept 2019-2020

>> MA - Creative Industries & Arts Organisation, School of Business and Management; **Grade - Distinction.**

University of Mumbai, Jai Hind College, Mumbai, India || 2013-16

>> Bachelor of Arts, major in Psychology.

**GPA-6.8/7**

### Skills & Tools

CRM - Hubspot

Blog Writing

Premiere Pro

Canva

Copywriting

G-Suite

Adobe InDesign

SMM - Instagram

### Interests >> When I'm not working

- ◆ Fitness enthusiast- Football, Running.
- ◆ Trekking (Himalayas- Rupin Pass, 4,650m)
- ◆ Travel freak and history enthusiast.
- ◆ Musically obsessed - Guitar, Ukulele, Piano
- ◆ Skiing
- ◆ Filmmaking, editing.
- ◆ Horse Riding.

**Current role** - Marketing and Operations Executive @[growthstep.io](https://growthstep.io)  
(London, UK | June 2020 - Present)

- Data entry, setting up and updating CRM, designing email follow-ups, scheduling posts, ads.
- Editing and finalising client pitch decks (Specifically, for marketing, design and PR services)
- Drafting master Media lists for sectors like Tech, Lifestyle, Healthcare, Business, Startups and leading various PR outreach programs on a client basis.
- Regularly attended client meetings with the founder of GrowthStep, and drafted pitch content accordingly for initial proposal.
- Writing blogs and website verbiage for GrowthStep.
- Copy for webpages, and FB/google ads.
- Market research, helping to plan for acquisition strategies and lead generation.
- Involved in strategy drafting for Marketing and PR campaigns; In house & client based.
- First point of contact for in-bound leads, and optimising data entry into CRM.
- Typeform certified, created three different typeform's for GrowthStep's webpage.
- Created Social media strategy, theme and tone of voice for channels like Instagram, Linkedin, FB, and Twitter. Curated and scheduled posting of content on above platforms.
- Drafted press releases and magazine articles for in-house PR purposes ( e.g. - Press release for when GrowthStep was nominated to the top 100 UK Startups by TechRound.)
- Assisted with GrowthStep's largest clients to date, to design a messaging and comms framework through a virtual branding workshop.

### Salus Fatigue Foundation (London, UK | August 2020 - Present)

- PR and Content Marketing - Introduced through GrowthStep I volunteered to work independently with the Salus Fatigue Foundation to design and implement their first PR outreach program resulting in great coverage across a plethora of platforms within a span of 3 weeks.
- Fully restructured messaging & content for their online product the "Wellbeing hub", landing pages, ads, social posts etc. leading to increased traffic & lead gen.

### The Dancworx Academy of Performing Arts, Navdhara India Dance Theatre (Mumbai, India )

#### Leadership, Management and Communications

- Social media manager (**2014**); Growth- 1k to over 5.4k followers.
- Production manager for 'Passage to Bollywood' and 'Agni', two travelling shows which toured 11 countries over a span of two years.

#### Teaching Experience

- Professional repertoire dancer (Contemporary, Jazz, Ballet)
- International Touring Experience - Inc. (but not limited to) Germany, Canada, Mexico, Taiwan, Poland, Israel, Bahrain, Turkey, South Africa.
- Senior Instructor- Student base > 2000 students.
- Conducted Solo/Team workshops across India, in Tel Aviv (Israel), Kassel (Germany), Toronto.

### Freelance Work (Mumbai, London | Jan 2016-2019)

- Artist Manager- Social media marketing and content release for artist-Mali (Top ranked on Spotify India's list for Indie Musicians, selected for Spotify Global Music campaign.)
- Workshop at Channing School (Highgate; London) - Dance as Engagement