



Eishica CHAUBEY

Content Strategist

Content Strategist with 5+ years of experience across sales and marketing, specialising in bringing clarity and structure to brand communication. I have experience managing cross-functional projects, building content systems, and delivering work that effectively balances creativity with performance.



Contact

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[My LinkedIn](#)



Education

RMIT University, Melbourne,
Australia
Master in Marketing
2017- 2019

Mithibai College, Mumbai,
India
Bachelor in Management Studies
(Marketing)
2012- 2015



Skills

- Market Research
- Proofreading & Editing
- Creative Content Writing & Copywriting
- Brand & Content Strategy
- Data Analysis & Optimization
- Project Management
- Visual Content Creation (Canva)
- Performance Reporting & Insights

Professional Experience

Account Manager

Agency Arting Out Loud, India 2023 to 2024

- Acted as the primary liaison between clients, designers, content teams, and other departments to ensure smooth project management.
- Developed and managed a digital giveaway campaign for a clothing brand client to boost social engagement and brand visibility.
- Launched a brand campaign for the Indian men's salon chain 'Barberos' on Instagram and Meta, achieving a 40% MoM customer acquisition and a 15% increase in organic engagement within two months.
- Built strong relationships, understood briefs, and gathered project requirements.
- Maintained content quality and consistency throughout the publication cycle.
- Tracked industry trends and incorporated client feedback to address concerns.

Creative Content Manager

Agency Arting Out Loud, India 2022 to 2023

- Developed content strategies that led to increased audience engagement and conversion rates.
- Collaborated with internal advertising, writing, and design teams, as well as external teams, to create impactful content.
- Generated ideas for clients by staying updated on market and consumer trends to capture audience attention.
- Created and maintained content calendars for clients.
- Reviewed and edited content from interns and writers.
- Built a diverse team of writers, freelancers, and other contributors.



Languages

- French (Intermediate/ DELF B2)
- English (Fluent)
- Hindi (Native)



Hobbies & Interests

- Running
- Reading
- Hiking

- Enhanced client engagement by developing and delivering detailed performance reports, tracking key metrics (CTR, CPC, bounce rate, shares) to ensure alignment with client KPIs and expectations.

Account Manager

JB Hi-Fi Solutions, Australia 2020 to 2021

- Conducted ongoing competitor and market analysis to inform account strategies and support targeted client communications.
- Built and nurtured long-term partnerships with key accounts in the commercial and education sectors, increasing customer loyalty and retention.
- Collaborated cross-functionally with management and partners to align project execution with business objectives and client needs.
- Achieved a 20% increase in sales pipeline within six months, contributing to a 15–17% year-over-year revenue growth.
- Delivered regular performance reports and recommendations to stakeholders, ensuring data-driven decision-making and continuous improvement.
- Strategically managed a robust sales pipeline using CRM tools, ensuring accurate forecasting and actionable insights for business planning.

Projects

Brand Strategy Course, Mad Ad Woman, March–April 2025

- Developed a strategic content and storytelling plan for Renault targeting young French drivers.
- Delivered a full campaign roadmap, including launch films, digital events, and UGC activations.

Generative AI Mastermind, Outskill March 2025

- Completed a hands-on course in generative AI for content marketing.
- Applied prompt engineering and AI tools to real-world content projects.