

MANALEE NAIK

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PROFESSIONAL SUMMARY

Strategic Communications Leader and Content Manager with over 10 years of expertise driving high-impact internal communications, brand storytelling, and executive ghostwriting.

EXPERIENCE

SCRATCH CONTENT, Mumbai — *Content Manager*

Dec 2025 - Apr 2026

Strategic Communications Roadmap: Conceptualised and executed the comprehensive internal communications calendar for Godrej Enterprise Group, ensuring seamless and consistent brand messaging across diverse business units.

Executive Voice & Ghostwriting: Authored high-impact corporate emailers, executive features, and strategic internal narratives by interviewing cross-functional Subject Matter Experts (SMEs) to translate complex business updates into value-aligned messaging.

Multimedia Storytelling: Directed end-to-end visual storytelling initiatives, collaborating with design teams and producing/shooting video content for internal Intellectual Properties (IPs).

Corporate Innovation & Pitching: Spearheaded strategic organisational initiatives, leading the conceptualisation and corporate pitch for a new Women's Network and a company-wide crowdsourcing platform.

Book Einstein, Mumbai — COMMUNICATIONS WORKSHOP FACILITATOR

Apr 2025 - Nov 2025

High-Impact Presentation: Designed and executed dynamic, agile communication frameworks and training modules to elevate language proficiency and collaborative skills.

Audience Engagement: Managed group dynamics and cultivated inclusive, high-energy learning environments by actively reading audience cues and tailoring delivery in real time.

Feedback Loops: Modelled advanced English communication skills, including precise grammar, pronunciation, and vocabulary, while utilising open-ended questioning to stimulate critical thinking.

SKILLS

Corporate & Internal Communications

Executive Ghostwriting & Speechwriting

Cross-Functional Stakeholder Engagement

Global Editorial & Team Leadership

Brand Positioning & Messaging

Multimedia Storytelling & Video Production

LANGUAGES - English, Hindi, Marathi, Gujarati

Freelance, Mumbai — Student Communication, *Application Essay Expert*

Feb 2022 - Apr 2022

Narrative Building: Developed persuasive, high-stakes application narratives (SOPs, essays) and professional positioning documents (CVs, LORs) to market executive qualifications to top-tier global institutions effectively.

Institutional Alignment: Partnered with over 20 corporate clients and institutions, analysing complex editorial guidelines to produce flawless, context-optimised content under tight, concurrent deadlines.

WCITIES INDIA PVT. LTD. , Mumbai— *Team Leader*

Jan 2014 - Jan 2021

Global Editorial Leadership: Spearheaded end-to-end content development for cityseeker.com, managing a multi-tiered editorial team and overseeing global travel, culture, history, and lifestyle portfolios.

Quality Assurance Architecture: Maintained rigorous editorial standards by establishing meticulous proofreading and fact-checking protocols, ensuring absolute accuracy across all published international content.

Talent Development: Mentored, upskilled, and edited deliverables for junior editorial staff, significantly driving team performance and establishing a high-performance content engine.

INFOEDGE INDIA PVT. LTD., Mumbai — *Assistant Manager*

Aug 2012 - Nov 2013

Revenue Operations: Drove digital ad sales and revenue generation across premium corporate verticals, including Naukri.com, Shiksha.com, 99acres.com, and Jeevansathi.com.

Account Management: Managed end-to-end client and media agency servicing, aligning digital advertising solutions with client growth metrics.

HT Media Ltd., Mumbai — *Sr. Executive*

Mar 2011 - Jul 2012

Business Development: Promoted from Management Trainee to Senior Executive to lead revenue generation and market penetration for the local print and digital edition, focusing on education sector portfolios.

EDUCATION

Master's in Management Studies (MMS) | M.E.T. Institute, Mumbai (2009–2011)

Bachelor's in Mass Media (BMM) – Advertising Major | Wilson College, Mumbai (2006–2009)

