

Chirag Shetty

CONTENT STRATEGIST
BRAND STORYTELLER

CONTACT

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PORTFOLIO

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EDUCATION

M.Sc in Nutraceuticals
K.J. Somaiya College
2017 to 2019

B.Sc in Biotechnology
B.N. Bandodkar College
2014 to 2017

TOOLS AND PLATFORMS

- LinkedIn
- Instagram · Facebook
- Twitter · YouTube
- Google Workspace
- Microsoft Office
- Content Management Systems
- AI-assisted Workflows

DOMAIN KNOWLEDGE

- Employer Branding
- Fashion and E-commerce
- FMCG and QSR
- Financial Services
- B2B and B2C Content
- HR Communication
- DEI Communication

STRENGTHS

Brand Voice

EVP Strategy

Storytelling

Team Leadership

Campaign Ideation

C-Suite Content

Content Governance

LinkedIn Growth

PROFILE

A biotechnologist who fell in love with words and never looked back. Five years in, Chirag has led content for some of India's most recognised brands with one constant goal — to say something that actually matters to a real person. He brings a rare combination of content strategy and brand storytelling, with proven ability to develop global Employer Value Propositions, drive significant audience growth through strategic LinkedIn content, and bridge people strategy with public-facing brand voice. Adept at leading content teams, setting quality standards, and delivering thought leadership for C-suite leaders across employer branding, FMCG, fashion, and financial services.

CORE COMPETENCIES

- Content Strategy
- LinkedIn Content Strategy
- Integrated Campaign Planning
- Video Scripting
- Content Performance Tracking
- Employer Branding
- Brand Voice and Tone
- PR and Media Writing
- Social Media Content
- Website Copywriting
- EVP Development
- Thought Leadership
- Content Governance
- Team Leadership
- DEI Communication

KEY ACHIEVEMENTS

36K

Monthly LinkedIn follower growth driven for a top-5 Indian fashion e-commerce brand through sustained employer branding content strategy.

01

Global EVP framework authored and adopted across all international markets for CRISIL, a leading global financial services company.

04

Person content team led across multiple client accounts simultaneously, maintaining quality benchmarks and investing in team upskilling.

WORK EXPERIENCE

Content Manager

January 2022 to Present

Never Grow Up Mumbai

- Led employer branding content strategy for a top-5 Indian fashion e-commerce brand, contributing to approximately 36K monthly follower growth on LinkedIn through targeted content planning and audience engagement.
- Developed a global Employer Value Proposition adopted across all markets for CRISIL, working with senior HR stakeholders to align brand messaging with talent attraction goals.
- Collaborated with HR and Marketing stakeholders to craft organisation-wide engagement communication, bridging people strategy with public-facing brand voice and tone.
- Managed media narratives and thought leadership content for C-suite and HR leaders, shaping executive positioning and industry visibility through strategic content frameworks.
- Led a content team of four across multiple client accounts, establishing quality standards, providing creative direction, and investing in team upskilling and professional growth.
- Conceptualised a DEI awareness campaign using pop culture references to make conversations around disability accessible, shareable, and genuinely impactful across platforms.
- Scripted a hiring campaign video for a global QSR brand, balancing bold brand personality with a clear and measurable call to action.
- Implemented content governance frameworks to maintain brand voice consistency across accounts and tracked content performance metrics to refine strategy and improve engagement outcomes.

Senior Account Executive, Content

April 2020 to December 2021

Postcard Media Mumbai

- Managed end-to-end content delivery across a B2B and consumer portfolio, owning briefs, timelines, and quality assurance with minimal oversight.
- Produced content across case studies, press releases, website copy, and brand messaging, developing range and versatility as a writer across industries and formats.
- Promoted to Senior Account Executive within six months of joining, one of the fastest progressions in the team, reflecting consistent delivery and a reputation for getting the brief right first time.

Account Executive, Content

October 2019 to April 2020

Postcard Media Mumbai

- Built a strong foundation across web copy, newsletters, social media content, and video scripts, developing the ability to adapt tone and format across diverse brand identities.
- Collaborated closely with design and strategy teams, cultivating an early understanding of the synergy between copywriting and visual conceptualisation.