

DIKSHA DUTTA

Marketing Communication Professional | Content Strategist

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About me

Business writing | Editing | Podcasting | Content Marketing | Community Building | Social media management / Marketing and Communication Strategy | Events curation | Moderation and Hosting | Canva | CMS

Based in Berlin since 2017, I have been working as a Marketing Strategist for fast-growth tech companies. 10 years of business journalism which includes over 4 years of consulting work in marketing and strategic communication gives me the ability to look at a business from the perspective of investors, founders, employees, and customers at the same time. I help companies grow their business through the right marketing communication strategy and seamless storytelling. My recent passions include a deep interest in the world of Web3, Decentralisation, and DAOs.

Experience

Global Head of Marketing Communication, AsiaBerlin	March 2020-Present	<ul style="list-style-type: none">● Revived marketing & communication strategy with rebranding and redefining the target groups for the overall brand● Increased social media traffic by 100% in first 6 months and 25 % Y-o-Y growth● Launched AsiaBerlin News portal with focused startup stories and community stories● Increased newsletter subscribers by 25% in year one● Built and managed an inhouse marketing communication team, and coordinated KPIs for external agencies and freelancers● Strategised global digital marketing campaigns across social media in different Asian and European geographies● Overlooked marketing communication for two consecutive years for AsiaBerlin Summit with 250 + speakers, 1500 + participants, and 50 + panels● Community engagement
Podcast Host, Ocean Protocol Foundation	March 2020-Present	<ul style="list-style-type: none">● Voices of the Data Economy podcast is supported by Ocean Protocol Foundation● Topics covered: Web3, Privacy-preserving AI, Decentralised Digital Identities and SSI, DAOs, Data Unions, Play-to-Earn and NFTs● Released 20 episodes with more than 70,000 plays till now● All blog write-ups on the podcast can be found here
Chief Editor, Dataconomy Media Gmbh, Berlin	May 2018 - March 2020	<ul style="list-style-type: none">● Managed the yearly editorial calendar with over 50 active contributing authors across the US and Europe● Rewrote/ Edited articles: B2B content for the media platform● Tracked Google Analytics and maintained traffic on the website● Increased website traffic from 120k views per month to now 180k views per month in a span of 18 months with targeted content strategy and redefined target audience● Reduced bounce rate from 20% to 7.5% with revived content strategy
International Tech Events	2016- Present	<ul style="list-style-type: none">● Moderated panels and stage at AsiaBerlin Summit 2020 and 2021 on the Internationalisation of startups, AI/Data, and the state of Blockchain

Moderator And Speaker		<ul style="list-style-type: none"> ● Moderated panels and stage focused on Big Data at Digital Enterprise Show, Madrid, 2019 ● Moderated the panel on “Future of Mobility” at Digital Future Summit organized by ESMT Business School ● Keynote Speech on “How to avoid mistakes in Content Marketing for tech” at the Content and Copy meetup organized by Blinkist GmbH. Details here ● Moderated the Startup Stage at Data Natives (2018 and 2019), Europe's largest Data Scientist conference for two years in a row
Manager, Communication and Media Relations Ashoka University, Delhi	November 2014 - November 2017	<ul style="list-style-type: none"> ● Launched official monthly newsletters and overlooked other customized publications for various stakeholders ● Managed the University’s media relations and lead the PR agency ● Overlooked Website Content Management and overall content marketing strategy ● Conducted workshops on Communication and Writing for staff and students. Click here for the sample. ● Managed and strategized social media and led visual media content ideation
Author, Bloomsbury Publishing, India /Uk	May 2017 - Present	Commissioned by the publisher to write a business book that features 50 startups from across the globe . The book is slated to launch in March 2022.
Business Journalist, News Corp And The Financial Express	January 2010 - October 2014	<ul style="list-style-type: none"> ● Covered PAN India Private Equity, Venture Capital and Mergers & Acquisitions for vccircle.com ● Published 380 exclusive stories over a span of 19 months. Click here. ● Released 36 video interviews in a span of 18 months. ● More than 60 stories featured on page 1 of Financial Express ● Covered full-page stories on companies like Genpact, HCL Technologies, TCS, General Electric ● Covered industry trends and impact stories on very short deadlines during Budgets, quarter results ● Some samples can be found here

Education

Post Graduate Diploma in English Journalism
Bachelor in Commerce (Hons.)

Indian Institute Of Mass Communication
University Of Delhi

2008 –2009
2005–2008