

# KAMESH MUNSHI

**Content Marketing Manager | Digital Content Specialist | Branding & Engagement Strategist**

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## EXECUTIVE SUMMARY

Digital content professional with 8+ years of experience creating impactful branding strategies, managing multi-channel marketing campaigns, and driving audience engagement. Proficient in Adobe Creative Suite, HubSpot, WordPress, and other digital marketing platforms, with expertise in content creation, website management, and campaign strategy. Skilled in developing engaging content, optimizing digital experiences, and aligning marketing efforts with business goals. Adept at using personalized and multimedia storytelling to boost engagement and achieve measurable results. Passionate about delivering creative solutions that resonate with audiences and elevate brand recognition.

## EXPERTISE

- Content Strategy & Development
- Brand & Visual Storytelling
- Digital Campaign Management
- Website Management & Optimization
- Social Media Marketing
- Market Trend Analysis
- Video & Production
- Multimedia Content
- Project Coordination
- Coaching & Mentorship

## PROFESSIONAL EXPERIENCE

### **OCR SERVICES, INC.**

**2018 – 2024**

#### **Digital Marketing & Brand Specialist**

**2022 – 2024**

Spearheaded brand identity and drove digital engagement through strategic initiatives, creative content development, and event coordination. Directed brand refresh initiatives, revitalizing brand identity and driving a 30% increase in online digital engagement through targeted strategies and creative execution.

- Directed WordPress updates, designing landing pages and refining visuals for newsletters, blogs, and webinars, resulting in a 25% improvement in engagement and a 15% reduction in bounce rates.
- Spearheaded the planning and execution of global conferences (in-person and virtual), managing collateral, coordinating with technical teams and vendors, and achieving a 40% increase in event efficiency.
- Produced diverse digital and print assets, including banners, logos, icons, and newsletters, ensuring alignment with brand strategy.
- Designed and distributed content via HubSpot, including emails, newsletters, and landing pages, resulting in a 30% increase in engagement and a 25% boost in conversions.
- Produced explainer and promotional videos, scaling virtual event experiences and increasing viewership 20%.
- Developed comprehensive brand guidelines, leading to a 15% improvement in brand recognition.
- Coordinated and executed webinars with an attendance of 400+, generating \$100K in revenue per event.

### **Marketing & Creative Designer**

**2019 – 2022**

Promoted to drive customer engagement and brand growth by delivering marketing campaigns, visual content, and website enhancements. Maintained brand consistency and improved user experiences across digital and physical touchpoints.

- Managed website updates using WordPress and Elementor, refining visuals and creating landing pages for conferences, newsletters, blogs, and webinars. Improved user experience and engagement by 25% while reducing bounce rates by 15%.
  - Produced explainer and promotional videos and served as the lead broadcaster on GoToWebinar, enhancing virtual event experiences and increasing viewership by 20%.
  - Established comprehensive brand guidelines, ensuring consistent branding across all materials and achieving a 15% improvement in brand recognition.
- Conducted market trend analysis and utilized social media platforms to amplify brand presence, resulting in a 30% increase in engagement and a 25% growth in followers.

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- Captured high-quality photographs at conferences, boosting post-event marketing effectiveness by 35% and increasing social media engagement by 25%.
- Designed print and digital assets, including logos, banners, newsletters, and social media templates, ensuring alignment with the brand's strategic vision.

### **Marketing Analyst**

**2018 – 2019**

Contributed to the success of marketing initiatives by managing daily operations, performing market analyses, and supporting multi-channel campaigns. Played a key role in enhancing marketing processes and boosting audience engagement through strategic content creation and event photography.

- Conducted trend analysis and executed multi-channel marketing campaigns using tools like HubSpot, driving increased engagement and supporting marketing objectives.
- Assisted with event photography for the 2019 user conference, improving post-event marketing effectiveness by 35% and enhancing social media engagement by 25%.
- Supported day-to-day marketing operations, including content creation, campaign coordination, and performance reporting, streamlining processes and contributing to team efficiency.

### **VOLUNTEER**

#### **HEMATH.ORG**

**2021 – Present**

##### **Marketing & Creative Strategist**

- Developed a cohesive brand identity, including a defined color palette and visual guidelines.
- Built and maintained the website using Elementor, collaborating with developers for the initial setup and later updates, scaling responsiveness and accessibility across devices.
- Designed the website's sitemap and navigation, structuring key sections such as mission, programs, projects, and contact forms to enhance user experience and accessibility.
- Oversaw three intern-led projects to enhance HemAth's digital presence and engagement.

#### **Portrait Photographer**

**2018 – 2024**

- Collaborated with diverse models to capture a range of styles and cultural expressions in portrait photography.
- Partnered with a boutique clothing brand to showcase collections blending South Asian aesthetics with Western streetwear influences.
- Provided creative direction during photoshoots, ensuring compelling visual storytelling aligned with brand identity and messaging.

#### **BIG BROTHER BIG SISTER FOUNDATION**

**2018 – 2019**

##### **Mentor**

- Fostered meaningful connections with mentees through consistent engagement and support.
- Organized and participated in activities, including sports and games, to create a fun and enriching environment.
- Encouraged personal growth by guiding mentees in overcoming challenges and developing life skills.

### **EDUCATION**

#### **UNIVERSITY OF MARYLAND**

**2018**

Bachelor of Science in Marketing

#### **UNIVERSITY OF CALIFORNIA, BERKELEY**

**2024**

Certificate in Artificial Intelligence: Business Strategies & Applications

### **TECHNICAL SKILLS**

**Design & Development Tools:** Adobe Creative Suite (Illustrator, Photoshop, InDesign, Premiere Pro, After Effects), Canva, Figma, Elementor, WordPress

**Digital Marketing:** HubSpot, GoToWebinar, Social Media Marketing, Content Creation

**Project Management:** Event Coordination, Website Development, Brand Strategy, Internship Management

**Technical Skills:** CSS, Microsoft Office Suite, Photography, Video Editing