

# Pritika Sachdev

## DIGITAL MARKETING PROFESSIONAL

Efficient and organised communicator with a proven track record of connecting, collaborating, and nurturing communities of people.

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### EMPLOYMENT

#### SNR CONTENT AND COMMUNITY MANAGER

Promoted from Community Manager

QUIIP

Dec 2020 - Present

*Quiip connects, protects and supports people online. Partnering with Australia's leading brands for success in human-powered social media, community management and content creation.*

#### SOCIAL MEDIA MANAGER

FREEPLAY INDEPENDENT GAMES FESTIVAL

Oct 2017 - Jun 2020

*Freeplay is the world's longest-running independent games festival, located in Melbourne, Australia.*

#### MARKETING & OPERATIONS MANAGER

Promoted from Social Media & Community Manager

CHECKPOINT ORGANISATION

May 2017 - Jan 2020

*CheckPoint is a non-profit organisation dedicated to the mental wellbeing of game developers and the gaming community.*

### HONOURS AND TALKS

- 🌐 How the Cozy Movement is Influencing Community Management (SwarmConf 2023)
- 🌐 I Made You Some Content - The Community to Content Pipeline (GCAP Talk 2022)
- 🌐 Championing Others Starts With Championing Yourself (GCAP Talk 2019)
- 🌐 Games Are Good, Actually: Fostering a Positive Games Community (Closing Keynote 2019)
- 🌐 MCV Pacific 30 Under 30 (2019)
- 🌐 Women in Games Awards Finalist - Campaigner of the Year (2018)

### EDUCATION

#### BACHELOR OF MEDIA & COMMS (HONOURS)

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY, 2015

#### BACHELOR OF DESIGN (GAMES)

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY, 2014

#### CERTIFICATE IV IN DESIGN

ROYAL MELBOURNE INSTITUTE OF TECHNOLOGY, 2011

### Professional Pillars

#### CONTENT CREATION

- Copywriting for blogs, newsletters and multiple social media platforms.
- Created image and video content across various online profiles.
- Grew clients' social media presence through organic content.
- Developed multiple flexible content calendars, allowing for schedule changes when needed.
- Identified social media trends and pivoted for reactive content.
- Curated user generated content to be repurposed across corporate channels.
- Attended in person events to capture organic content for socials.

#### PROJECT MANAGEMENT

- Utilised and implemented Asana project pipelines to manage a team of designers and copywriters.
- Created and managed content spreadsheets for content creation, scheduling and posting duties across clients.
- Performed target market and risk analysis when creating a new product.
- Reported on social media engagement and content performance to continually inform digital presence.
- Remotely attended and led meetings with a global staff.
- Used native and third party software to manage a digital presence.

#### COMMUNICATION AND COLLABORATION

- Managed the internal and client facing content team to effectively communicate all content requirements.
- Managed multiple online communities, across various industries and risk levels.
- Established safe online communities and implemented scalable rules and guidelines in line with company values.
- Corresponded with key stakeholders at every stage of the project.
- Curated and live tweeted conference events.
- Managed an ongoing social presence that included promoting ticket sales for multiple events.
- Communicated with journalists and generated press releases.
- Authored documentation and conducted onboarding for staff members.

### Software and Skills

Software: Canva, Google Suite, Microsoft Office Suite, Adobe Creative Cloud, Asana, Meta Business Manager, Wordpress, Active Campaign, Emplify, Meltwater, Falcon, Trello, Notion

Skills: Community management, social media management, content creation and curation, event coordination, client relations, video and image editing, copywriting, multi-tasking, attention to detail