

PRIYANKA GAYWALA

Brand Strategist | Business Development Specialist

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[LinkedIn](#)

PROFESSIONAL SUMMARY

Results-driven Brand Strategist with 7+ years of experience in developing growth strategies and enhancing brand visibility in the healthcare and direct-to-consumer sectors. Expertise in copywriting, social media marketing, and campaign strategy. Adept at leveraging AI tools (e.g., Enterprise ChatGPT) and behavioral data to craft predictive models and drive performance. Skilled at translating complex, scientific language into compelling brand messaging.

PROFESSIONAL EXPERIENCE

Senior Growth Strategist

Syneos Health — May 2023 – Present

- Developed business strategies to drive growth and expand the U.S. client base.
- Oversaw RFP processes, enhancing proposal quality and success rates.
- Fostered cross-functional collaboration to achieve revenue goals.
- Created client-facing assets using analytical insights.
- Led communication strategy development across teams.
- Drove measurable improvements in pitch effectiveness and submission quality.

Communications Specialist

Institute on Race, Power and Political Economy — Feb 2022 – May 2023

- Created visual content for campaigns, achieving 4M+ reach via UN Human Rights Twitter.
- Designed PR strategies that contributed to securing \$500K in institutional funding.
- Increased social engagement by 130% through tailored content strategies.
- Copyedited and proofread press materials for public release.

Social Media and Content Strategist

Admatazz — Aug 2020 – Apr 2021

- Developed ad copy for global brands, increasing brand awareness by 31%.
- Led monthly campaign planning and paid media strategy.
- Trained interns on Online Reputation Management (ORM).

- Improved ad performance using Google Analytics and Hootsuite, boosting traffic by 27%.

Marketing Project Manager

Centre for Communication of Child Rights, UNICEF — Aug 2018 – Jun 2020

- Managed timelines and workflows to ensure on-time delivery.
- Supervised projects from initiation to execution, managing cross-functional teams.
- Coordinated PR outreach and stakeholder communication across media outlets.

Influencer Marketing Intern

FCB Kinnect — Jun 2019 – Aug 2019

- Conducted trend research and competitor analysis.
- Built influencer outreach databases and created pitch decks.
- Reduced admin costs by 30% through vendor negotiation and service improvements.

EDUCATION

Master of Science – Arts, Entertainment & Media Management

The New School — 2021 – 2023

- GPA: 3.94/4.00 | Public Engagement Scholarship Recipient
- Capstone: *Epochal* – An immersive platform to preserve seniors' life stories

Bachelor of Arts – Mass Communication & Media Studies

Pandit Deendayal Energy University — 2016 – 2020

- GPA: 9.2/10
- Dissertation: *Impacts of Influencer Marketing on Lifestyle Brands*

SKILLS

Social Media Marketing • Content Strategy • Copywriting • Brand Strategy • Campaign Management • Creative Writing • Google Analytics • Hootsuite • Sprout Social • CRM

LANGUAGES

English (Fluent) • Hindi (Fluent)