

Abhishek Tilatiya

Marketing & Communications Professional | Brand, Content & Campaigns |

Social Media & Digital | Events & Stakeholder Engagement

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PROFESSIONAL SUMMARY

Marketing and communications professional with 5+ years across brand management, content creation, social media, campaigns, PR, and events in Ireland and India. Experienced owning social strategy and daily execution, producing content and collateral from brochures and case studies to video and drone footage, and running integrated campaigns from concept through delivery and reporting. Skilled in digital marketing including SEO, Google Ads, Meta advertising, email marketing, and ecommerce management, with an analytical foundation from an MSc in Business Analytics. Has led and mentored team members, managed budgets and third-party suppliers, and built strong relationships with clients, media, government partners, and communities. A hands-on content creator running a 13.9K-follower brand alongside professional roles, using AI tools daily to work faster without losing accuracy.

WORK EXPERIENCE

Content Creator & Social Media Manager (@awaaarraa) | India & Ireland

Jun, 2019 - Present

- Built and grew a digital brand to 13.9K followers and 351K+ monthly views, owning strategy, content planning, scheduling, publishing, and community management across Instagram, TikTok, and Reels.
- Shoot and edit professional drone, photography, and video content end to end, handling everything from concept and production through editing, publishing, and performance analysis.
- Deliver paid brand partnerships with Visit Galway, Aran Island Ferries, Cobh Tourism, and Galway Rafting, negotiating commercial terms and delivering to each brand's guidelines and deadlines.

Graduate Teaching & Communications Assistant - University of Galway

Jan, 2025 - May 2026

One of Ireland's leading universities with over 20,000+ students and strong international academic and research partnerships.

- Created and published content across university social and digital channels, supporting student engagement campaigns and maintaining brand consistency in messaging and visuals.
- Delivered 160+ campus tours and outreach events for prospective and international students from 20+ countries, representing the university brand and lifting event participation.
- Coordinated with academic and communications teams to schedule content, prepare performance reports, and support campaigns across the academic year.

Marketing & Operations Project Manager - White Walls Media Pvt. Ltd., India

Aug, 2022 - May, 2024

Creative media and entertainment company delivering large-scale events, festivals, and integrated marketing campaigns across multiple cities.

- Led and mentored a marketing team with direct reports while owning integrated campaign delivery across multiple cities, increasing audience engagement by 40% and event attendance by 30%.
- Managed social media strategy, content production, and paid advertising across Google Ads and Meta, growing website traffic by 25% and reducing bounce rate by 15% through SEO and audience-led content.
- Oversaw production of marketing collateral including brochures, case studies, presentations, and tender support material, and coordinated photography, videography, and drone footage with internal teams and external suppliers.
- Managed a 100K+ Euro budget with supplier negotiation, purchase orders, and spend reporting, while implementing process improvements that reduced operational costs by 25%.

Communication Consultant - SRF Foundation, India

Apr, 2021 - Jun, 2022

CSR arm of SRF Ltd., delivering education, health, and community programmes across India.

- Managed public-facing communications across 14 regions, drafting press releases, liaising with media outlets, and maintaining brand accuracy across all published material.
- Developed internal communication campaigns promoting organisational culture, values, and staff engagement across regional teams.
- Built and maintained relationships with government bodies, NGO partners, and community stakeholders, coordinating outreach programmes reaching 1,000+ beneficiaries.
- Produced brochures, case studies, presentations, and performance reports for directors and partners, supporting oversight and data-informed decisions.

Digital media and content agency specialising in city-focused storytelling, digital campaigns and brand partnerships.

- Managed social media strategy, content, and community engagement across 8+ client accounts, growing social engagement by 35% through trend-led, platform-aware content.
- Managed website content and ecommerce operations across Shopify and WooCommerce, including product listings, SEO copy, and campaign readiness.
- Prepared pitch presentations and business development materials, supporting lead generation and new client acquisition.

EDUCATION

MSc. Business Analytics, University of Galway, Ireland

2024 - 2025

Key Focus Areas: Campaign and Performance Analytics (GA4, Power BI, Excel), Consumer and Market Insights, AI in Business, Data Storytelling and Visualisation, Digital Channel Strategy.

Bachelor of Engineering in Information Technology, Oriental College of Technology, India

2015 - 2019

Key Focus Areas: Web Technologies, Database Management, Systems Design, Digital Communications

CO-CURRICULAR ACTIVITIES

President & Public Relations Officer - Bharat India Society, University of Galway

- Assisted in planning and execution of internal and external communications campaigns for events attended by 200+ participants, developing visual content using Canva, administering digital channels, and producing performance reports for institutional leadership

International Student Ambassador - University of Galway

- Represented the University in international student engagement initiatives, and supporting prospective and incoming students through onboarding and guidance.
- Demonstrated trusted leadership through consistent peer support, problem-solving, and responsible representation across diverse student cohorts.

Community Projects & Volunteer Engagement - India & Ireland

- Contributed to education, digital literacy and mental wellness initiatives through partnerships with UNICEF India, Ekta Parishad and Ansh Happiness Society, supporting outreach programmes reaching 1,000+ beneficiaries

CORE SKILLS & COMPETENCIES

- **Brand & Strategy:** Brand Management and Custodianship, Brand Guidelines and Consistency, Employer Branding, Recruitment Marketing, Internal Communications, Marketing Strategy Execution, Campaign Planning
- **Content & Creative:** Content Creation and Copywriting, Video Production and Editing, Drone Cinematography, Photography Coordination, Graphic Design, Storytelling, Brochures, Case Studies, Presentations, Tender Support Material
- **Social & Digital:** Social Media Strategy, LinkedIn, Instagram, TikTok, Facebook, X, Content Scheduling, Community Management, SEO, Google Ads, Meta Advertising, Email Marketing, Lead Generation
- **Ecommerce & Web:** Shopify, WooCommerce, WordPress, Product Content and Merchandising, Website Management, Campaign Landing Pages, Online Trading Support
- **PR & Stakeholder:** Press Release Drafting, Media Liaison, Public-Facing Communications, Government and NGO Engagement, Client and Partner Relationships, Event Organisation
- **Analytics & Reporting:** GA4, Google Analytics, Power BI, Excel (Advanced), Campaign Performance Reporting, Competitor and Market Research, Budget and Spend Reporting
- **Leadership & Delivery:** Team Leadership and Mentoring, Third-Party Supplier Management, Budget Management, Multiple Project Delivery, Cross-Functional Collaboration, Cross-Cultural Working
- **Tools:** Adobe Creative Suite, Premiere Pro, Photoshop, Canva, CapCut, Meta Business Suite, Mailchimp, Google Analytics, GA4, Power BI, WordPress, Microsoft Office Suite, AI Tools (Claude, Gemini)

REFERENCES

Available Upon Request