

WENISH STANICA PEERIS

SUMMARY

Marketing strategist with expertise in content creation, social media campaigns, digital marketing campaigns and thought leadership. Known for blending storytelling with strategic thinking to drive results, I bring fresh perspectives to every project. With a passion for impactful marketing and a love for innovation, I'm eager to collaborate and deliver solutions that captivate audiences and elevate brands.

EXPERIENCE

Creative Lead, 04/2019 - Current **Aspire Systems - Chennai, India**

- I joined as a content writer for the Banking and Financial Services (BFS) vertical. In this role, I created collaterals for both the BFS and Retail service lines, working on everything from creative explainer videos to website content, event booth designs, presentations, and infographics. This experience honed my ability to craft compelling narratives and visual content.
- As my responsibilities expanded, I transitioned into a Creative Strategist role for all service lines. I began focusing on LinkedIn social media campaigns for Retail and BFS, driving brand awareness for major events. These efforts resulted in a remarkable 75% increase in event awareness and engagement, bringing in valuable leads through targeted social media awareness campaigns.
- Recognizing the need for a dedicated social media presence, I formed and led a Social Media Team, managing 6 members and overseeing 14 LinkedIn pages. Our campaigns led to a 50% increase in impressions and engagements across various platforms, significantly boosting website traffic, collateral downloads, and event visibility. I also trained the team in content creation, design, posting, and tracking monthly performance through detailed reports.
- For a brief period, I took on the role of Marketing Partner for Retail, working closely with the APAC sales team to manage marketing plans, budgets, campaigns, and events for the region. This role required tight coordination with stakeholders and fine-tuning our marketing efforts for regional success.
- I'm highly skilled in Google Analytics, using it to track and analyze the performance of our campaigns. Currently, I manage a team of 6 members, overseeing their work while developing innovative concepts for thought leadership. One of my recent initiatives includes a limited series on GenAI in software development, where experts share insights with a creative twist.
- Moving forward, I am collaborating with other service lines to develop thought leadership series and PR releases, working on the website thought leadership content continuously striving to elevate our brand's presence.

Business Presentation Specialist, 08/2016 - 01/2019 **McKinsey - CHENNAI, India**

- During my time at McKinsey, my work revolved around creating impactful and polished PowerPoint presentations.
- My role involved everything from formatting, aligning, and designing slides to ensure they conveyed key insights effectively.



CONTACT

Address: Chennai, India 600073

Phone: 9940060415

Email: stanna263@gmail.com

WWW: <https://www.linkedin.com/in/stanica-peeris-2b596b17/>

SKILLS

- Social Media Strategy
- Marketing Communications
- Campaign Management
- Communications strategies
- Strategic communications
- Creative team collaboration
- Marketing leadership
- Deadline-oriented
- Content Strategy
- Marketing expertise
- Brand Messaging
- Design understanding
- Team Development
- Strategic leadership
- Core Marketing
- Corporate Marketing
- Thought Leadership content
- Content Writer
- SEO Writer

- I collaborated closely with clients, understanding their needs, and delivering high-quality presentations within strict deadlines, a core focus of the McKinsey culture.
- Created visual aids, such as charts and graphs, to present data in a clear and concise manner.
- I had the privilege of working with some of the industry's biggest clients, ensuring their presentations were not only visually compelling but also aligned with their strategic goals.
- Every project demanded a high level of precision and creativity, which helped me sharpen my attention to detail and ability to work efficiently under pressure.
- Timely delivery and maintaining McKinsey's high standards were non-negotiable, and it was a challenge I embraced with every assignment.

Assistant Producer, 05/2014 - 01/2015

UFX Media - Chennai, India

- As an Assistant Producer at UFX Media, I worked on a diverse range of shows, each offering unique insights into entertainment, food, and culture.
- Decode: I was responsible for producing this music-based show, where each episode featured the Top 10 songs curated around a specific theme. From selecting tracks to shaping the flow of the episode, I played a key role in making each show exciting and engaging.
- Foodbowl: A show dedicated to exploring the food delicacies across Chennai. We covered everything from trending dishes to iconic, decades-old restaurants, spotlighting the city's rich culinary scene.
- Famebook: A fun and lively series of celebrity interviews, where I helped produce engaging conversations that gave viewers a closer look at their favorite stars.
- UFX Magazine: I also contributed to UFX Magazine by covering major events happening across Chennai, reporting on everything from entertainment to cultural showcases, and capturing the pulse of the city.
- Each of these experiences sharpened my production skills and gave me a deeper appreciation for storytelling through various media formats.

Event Coordinator, 12/2013 - 12/2014

VMedia - Chennai, India

- As part of a work contract for the SICA Awards held in Malaysia, I played a crucial role in managing logistics and the celebrity agenda. My responsibilities included:
- Handling Visa logistics: I coordinated the collection of celebrity passports, ensuring they were sent to the embassy for the visa process, and safely returned to the celebrities once approved.
- Planning celebrity itineraries: I created detailed 3-day agendas for each celebrity attending the event, covering everything from their stay arrangements to their event schedules and return plans to India. This required meticulous planning and coordination to ensure a seamless experience for the stars.
- This role allowed me to manage high-profile tasks under tight timelines, ensuring the event ran smoothly and efficiently.

Assistant Producer, 05/2013 - 12/2013

Jaya Television - Chennai, India

- Organized and coordinated daily production activities, ensuring all tasks were completed efficiently.
- Assisted in the development of creative concepts for promotional campaigns.
- Supervised junior staff members throughout the entire production process.
- Provided feedback on creative elements of projects when requested by producers or clients.
- Cultivated fun, inclusive and professional studio culture.

EDUCATION AND TRAINING

PG, Advanced Digital Marketing And Communications , 06/2024

MICA| The School of Ideas - Ahmedabad, India

- With a specialization in Branding and Communications

Bachelor of Science, Visual Communication, 04/2013

Women's Christian College - Chennai

- With core studies on Televisions and Communications
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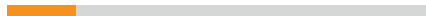
ACCOMPLISHMENTS

Mitti - Short FilmMitti - Short Film

- As the assistant director for the short film Mitti, I played a pivotal role in bringing the story to life. I was responsible for translating the dialogues from Tamil to Hindi, which was essential in ensuring the film's message resonated authentically with the target audience. Beyond translation, I also had the unique opportunity to contribute creatively by naming the film. Selecting the title Mitti, meaning "soil," was a meaningful decision that reflects the film's themes of unity and shared heritage between India and Pakistan.
 - Role Star Award on Nov 2019 - Role Star - This is in regards with the conversation we had earlier in regards to the role star award for Stanica Peeris. I would like to recommend her for the award for her dedication, hard work and amazing sense of creativity. On many occasions I have found her working on the weekends to finish certain projects and is also doing an excellent job with the Banking Vertical Social Media which has not only increased our social media followers since the time she took over as the admin but also has generated some quality leads. Some of her mention worthy contributions in recent times include: 1. The Neobank presentation she created for Suresh's and Alex's speech at Middle East Banking Summit which got much appreciated by the client. 2. Her remarkable social media skills, and 3. Her awesome creativity in regards to creating presentations, videos and infographics Above all I have found her to be an fantastic team player and extremely dedicated to her work.
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LANGUAGES

English: First Language

Hindi:	C2	Tamil:	A1
			
Proficient (C2)		Beginner (A1)	

DECLARATION

Thank you for considering my application. I am excited about the possibility of contributing to your team and am available to discuss how my experience aligns with your needs. I hereby declare that the information provided above is true and correct to the best of my knowledge and belief

Thanks & Regards,
Stanica