

I'm
Sneha Menon (she/her)
Content Strategist, Media Researcher

Education

MA, Media Studies (CGPA: 4.0)
The New School, New York (Graduated May 2021)
Relevant coursework: Gender and Visual Culture, Race Ethnicity and Class in Media, Storytelling Across Media, Strategic Content Management, Digital Experience Design, Transforming Data, Research Methods, Writing and Directing, Video Production

B.Arch, Architecture
National Institute of Technology, Tiruchirappalli, India (Graduated May 2017)

Work Experience

Content Strategist and Producer - Freelance (Jul 2021 - Present)

Consulting with non-profit organizations to develop cohesive digital strategies and produce inclusive digital content for BIPOC communities in gender, race and mental health advocacy spaces.

- Producing digital content for The Loveland Foundation around mental health and wellness in communities of color (with a specific focus on Black women and girls), including social media content, newsletters, events and programming collaterals and an upcoming Podcast series.
- Developing digital content for Creatively Speaking to supplement film screening events that highlight independent films by and for women and people of color.

Research Assistant (Nov 2020 - May 2021)
Teaching Assistant (Jan 2020 - May 2021)

School of Media Studies, The New School
New York, NY

- Research Assistant to Lana Lin and Lan Thao Lam for post-production work on their experimental short film Three Missing Letters. Investigated and verified cultural representations and sourced references. Supervised title design and coordinated film festival distribution.
- Teaching Assistant for the Storytelling Across Media (Jan 2020 - May 2020) and Media Design (Aug 2020 - May 2021) courses. Assisted classes of 20 students each in learning fundamental concepts and skills around transmedia storytelling and media design respectively.

Senior Account Executive (Apr 2018 - Mar 2019)

Dentsu Webchutney Pvt. Ltd.
Bangalore, India

Associate Account Executive (May 2017 - Apr 2018)

Managed social media and digital advertising for tech and lifestyle brands such as Uber, Airtel India, Nokia Mobiles, Forever 21 and Wildcraft by developing strategies to increase brand affinity. Coordinated client-agency relationships, devised methods for streamlining content calendar planning, developed creative briefs and pitch decks to translate business objectives, researched and identified cultural insights for branded content, and developed these strategies by employing content analytics tools to provide insights.

- Strategized and executed topical advocacy campaigns alongside Uber's social justice, gender and policy teams - among these were #LowerTheWindow, an initiative to combat the declining air quality of Delhi and #JerseyKnowsNoGender for the Women's Cricket World Cup 2018; the latter was declared one of Twitter's most influential campaigns of 2018.
- Orchestrated and executed Wildcraft's viral campaign #WildcraftWildlings. The campaign achieved a 64% increase in Instagram followers and 10x increase in engagement in 3 months, while generating over 1500 pieces of user-generated content for the brand.

Skills




- Content Strategy
- Brand Management
- Digital Marketing
- Social Media
- Storytelling
- Research Methods
- Graphic Design
- Video Production
- Data Visualization
- Screenwriting

Technical Toolkit

- Adobe Creative Suite
- Wordpress
- Wix+Squarespace
- G Suite+Microsoft Office
- Javascript + P5JS
- Facebook Insights
- Google Analytics
- Unmetric + Meltwater
- Sprinklr + Hootsuite

Languages:

English, Tamil, Malayalam, Hindi

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Find my work at
snemenon.com