

DIVYA BISWAL

Assistant Manager- Marketing

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PROFESSIONAL EXPERIENCE

Assistant Manager- Marketing, Fi Money

Oct 25 - Present

- Bengaluru
- Led cross-channel Marketing Campaigns combined with Brand Positioning & Product Launches.
 - Managed multiple communication through Emails, SMS, RCS, Push Notifications, In-App Messages, Nugget (AI chatbot) Messaging, Social Media & PPC Advertising.
 - Built consistent brand messaging across blogs, SEO content & social platforms, so the brand sounded unified wherever it showed up (aka one cohesive narrative).
 - Ran the brand's social media content calendar, approvals & publishing pipeline, taking ideas smoothly from concept to live execution.
 - Partnered with product, compliance, operations & design teams to simplify complex financial features into clear, brand-aligned communication that was both user-friendly & accurate.
 - Worked with external agencies & creative partners to maintain visual & verbal brand consistency across assets & campaigns.
 - Used Performance Metrics & Campaign Impact Data to refine & optimise brand communication strategies, balancing creativity with outcomes.
 - Maintained Competitor Analysis Reports to improve brand differentiation & positioning, making sure the brand didn't just participate but stood apart.

Copywriter- Brand and Social Media, Kuvera (Now Cred)

May 24 - Sep 25

- Bengaluru
- Built brand communication across Blogs, Video Scripts, Social Media & Newsletters, ensuring ideas travelled seamlessly across formats.
 - Helped define & maintain a consistent brand voice across digital touchpoints, making the brand sound like one person not many departments.
 - Created brand-led content formats such as Comics, IG Reels, YT Shorts, Infographics & Long-form Explainers to make finance easier (and a little less boring.)
 - Drove an SEO-led Blog Strategy that improved organic brand discoverability while keeping content insight-first, not keyword-stuffed that might be outdated in the AI world.
 - Turned complex financial concepts into accessible, relatable Brand Narratives for retail investors, balancing clarity with personality.
 - Brought in creative concepts and Meme-led Brand Engagement ideas to make social media feel timely, human & pop-culturally aware (personal favourite.)
 - Created multiple sets of Performance Ads for Meta and Google based on target audience.

BFSI Content Writer, Quantent/PureTech Digital

Jul 2023 - Apr 2024

- Mumbai
- Made mind-numbing BFSI topics readable and relatable through Web & Blog Content that built a unique voice for multiple brands (HDFC securities, ICICI Securities, SBM Bank.)
 - Worked within regulatory boundaries while still telling stories that sounded clear, true to the brand & wouldn't be cancelled by AEO.
 - Handled both creative & performance content across multiple financial services brands, ensuring what looked good also worked hard.
 - Contributed to brand impact through content marketing, financial brand communication & steady, trust-building brand visibility.
 - Learned about Copywriting & Script writing (personal favourite.)

Digital Marketing Executive, DKMH & Company

May 2023 - Jun 2023

- Hyderabad
- Worked across ATL, BTL, Performance Marketing, Social Media & ORM.
 - Strengthened Brand Communication & Digital Presence across platforms, keeping the messaging consistent.
 - Developed Creative Design & Copy aligned with Campaign Messaging, making sure the idea translated, not just the visuals.
 - Built perspective on Brand Impact through integrated marketing exposure & Multi-Channel Brand Communication.

INTERNSHIP EXPERIENCE

Financial Research Intern, FIMMDA (by RBI)

May 2022 - Jul 2022

- Conducted comprehensive bond market research, which included collating and analysing yield data/patterns. Worked on a project that included a 'waterfall mechanism' of bond valuation for RBI's research report.

EDUCATION

MSc Economics (Specialisation in Finance)

XIMB | 2021 - 2023

Post Graduate Diploma in Applied

Statistics IGNOU | 2020 - 2021

BCom (Specialisation in Accountancy & Finance)

Utkal University | 2017-2020

CERTIFICATIONS

- Product Manager Fellowship – NextLeap
- Certified Brand Manager (ongoing)
- NISM-Series-XVIII: Financial Education Certification
- NISM-Series-V-A: Mutual Fund Distributors (MFD) Certification
- Content Marketing Certification – HubSpot Academy
- Brand and Product Management – IE Business School (Coursera)
- Fundamentals of Agile Management

SKILLS

BRANDING SKILLS

- Brand Storytelling & Strategy
- Digital Brand Positioning
- Campaign Coordination
- Social Media Content Planning
- Performance-oriented Communication
- SEO, SEM, Web Ads
- CMS Management

DESIGNING SKILLS

- Figma
- Adobe Illustrator
- Balsamiq
- Lucid Chart
- Canva
- Visual Storytelling

SOFT SKILLS

- Teamwork
- Problem-solving
- Communication
- Adaptability
- Critical Thinking

LANGUAGES

- English
- Hindi
- Odia