

# Hello! 🖐️

I'm a storyteller and content marketer with six+ years of experience working across industries. I help impact-driven organizations reach their goals by turning their awesome ideas into impactful content.

guided by the values:

*accessible communications - empathetic collaboration - play*

# SMRITI BANSAL

## STORYTELLER / CONTENT MARKETER



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## SKILLS

- Content Strategy
- Product Marketing
- Brand Communications
- Storytelling
- Copywriting
- SEO
- Writing, Editing, Proofreading
- Project Management Tools
- Public Speaking
- Facilitation

## EDUCATION

### M.A. IN MEDIA STUDIES + COMMUNICATIONS

Concordia University  
May 2019

### B.A. IN ENGLISH LITERATURE MINOR IN FRENCH STUDIES

New York University  
May 2016

## LANGUAGES

English - French - Hindi

## EXPERIENCE

### HEAD OF CONTENT

Braindate by e180 ([braindate.com](http://braindate.com)) | mtl  
April 2019 - Present

I maintain and execute the creative voice of the brand, engaging audiences with impactful content and creative ideas.

#### Impact

- Writer and editor for Braindate blog (author of 50+ articles in categories: product updates, thought leadership, customer guides, etc);
- Lead copywriter for [braindate.com](http://braindate.com);
- Executed SEO-driven content strategy leading to 200% increase in website conversions from organic traffic;
- Set the creative direction for all product marketing initiatives;
- Create sales enablement tools including case studies, pitch decks, user guides;
- Lead experiential marketing initiatives include webinars, virtual events and more;
- Advocate for brand through speaking engagements at major industry events.

### STORY COACH + PRODUCER

Confabulation ([confabulation.ca](http://confabulation.ca)) | mtl  
October 2019 - Present

I find and coach storytellers for monthly live and virtual events, and teach workshops on storytelling.

#### Impact:

- Offer editorial support and public speaking tips to get storytellers ready to perform on stage;
- Teach 101 workshops on storytelling sharing knowledge on writing stories, integrating feedback, and applying storytelling techniques for impactful presentations;
- Co-produce storytelling shows held in major Montreal venues including Centaur Theatre, Phi Centre, Mainline Theatre;
- Perform personal stories at Confabulation's monthly shows.

### COMMUNICATIONS INTERN

St. Ambroise Montreal Fringe Festival | mtl  
May - June 2018

Part of the core communications team, I assisted in the development and implementation of social media strategy.

## AWARDS

CONCORDIA UNIVERSITY  
MERIT SCHOLARSHIP  
2017

NEW YORK UNIVERSITY  
FOUNDERS DAY AWARD IN  
ACADEMIC EXCELLENCE  
2016

## CERTIFICATES

Content Marketing: ROI  
LinkedIn - July 2021

Advanced Product Marketing  
LinkedIn - May 2021

Personal Finance Essentials  
McGill University - January 2021

Storytelling for Influence  
IDEO U - October 2019

## CAUSES

Justice - Diversity - Equity - Inclusion

## BEYOND 9 - 5!

I am a...

- Storyteller & performer
- Obsessive reader
- Pop-culture aficionado
- Bookstore lurker
- Personal finance junkie

### Impact

- Deployed the content strategy to create buzz around the festival and promote Fringe events and artists on Twitter and Instagram;
- Created original content to promote 100+ artists who were part of the 2018 lineup, resulting in an increase in ticket sales;
- Supported ongoing engagement with festival's programming by posting live content from shows, creating FOMO and converting maybes into yes'.

### PUBLICIST

Grove Atlantic ([groveatlantic.com](http://groveatlantic.com)) | nyc  
May 2016 - May 2017

I was the publicist for a number of *New York Times* bestselling authors such as Joyce Carol Oates, Lyndsay Faye, Boris Akunin, Yan Lianke, and more.

### Impact:

- Identified target audiences for Grove Atlantic titles and developed detailed promotional plans for digital and print media;
- Prepared pitches, press releases, media briefs for publicity campaigns;
- Worked with social media influencers and media professionals all over the United States to promote Grove Atlantic titles;
- Organized nation-wide author press tours.

## OTHER EXPERIENCE

- Organizer for The Other Sides of the Story Conference, Concordia University (Fall 2017)
- Curator for the Speculative Fabulation Art Show, Concordia's Mobile Media Gallery (Fall 2017)
- Publicity Assistant at Europa Editions (2015-2016)