

Komal Bodke

Brand Marketing, Communications, Content Strategy

Bengaluru Urban, Karnataka, India

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[Website](#) [LinkedIn](#)

Languages

- English (Native)
- French (Basic)
- Italian (Basic)
- Spanish (Basic)

About

Given the breadth of her contributions and ability to seamlessly integrate into teams across functions, levels, and timezones, Komal is often described by her colleagues as “someone everyone knows”.

Some of her skills:

- Communications (Internal/PR)
- Project Management (Google PMP certified)
- Copywriting
- Content Marketing and Strategy
- Product Marketing
- B2B/B2C Lifecycle Sales and Marketing
- Content Writing (long and short form)
- Social Media Marketing
- Qualitative and Quantitative Research

Recognized for her leadership and awarded for her community-building efforts, Komal thrives in a people-first culture. She also acknowledges that most of her achievements have been a result of certain structural privileges and hopes to use her skills to increase access for others. She is motivated by user-centric products and is keen on creating social impact for good.

She is open to working remote / hybrid / on-site anywhere in the world, and is happy to start a conversation on komalbodke.n@gmail.com! Make sure you visit her portfolio from the header section of her profile or by copy pasting the following link in your browser: <https://tinyurl.com/komalbodke>.

BRANDS WORKED WITH

- Ashoka University
- Ek Kadam Aur - Foundation for Education and Health
- Fortis Healthcare
- International Conference on Mental Wellness in Communities
- SALT - mysaltapp
- Sangath
- The Story Of Foundation
- Wysa
- WYSA
- Young India Fellowship at Ashoka University

Experience

● Sales, Marketing, and Procurement Associate

Wysa | Jul 2021 - Feb 2023

Wysa is the world's most advanced conversational AI chatbot for behavioural health. It was created with the vision of leveraging technology to meet people where they are and make it easier for them to care for their mental health.

- Launched B2B outreach email marketing through Hubspot, after researching ideal buyer personas, copy format, length, and sequencing
- Increased lead generation by scouring procurement and tendering platforms for NHS-UK and Scotland contracts, resulting in over £250,000 in revenue
- Facilitated expansion into new countries, leading the small-medium APAC partnerships vertical and serving as a SPOC for knowledge management across teams globally
- Implemented new processes resulting in improved visibility, resource planning, and progress-tracking

● Educational Assistant

Young India Fellowship at Ashoka University | Jan 2021 - Jan 2021

Assisted Leadership and Group Dynamics by Dr. Kenwyn Smith, with faculty from the Wharton Business School, Penn School of Social Policy and Practice, University of Texas, and more.



● Graduate Teaching Assistant

Ashoka University | Aug 2020 - Jan 2021

Assisted two undergraduate courses, Cognitive Psychology and Seminar Series in Psychology. Constructed grading rubrics, assessed quizzes and papers, conducted review sessions with students, taught several core concepts, and assisted professors with logistical support.



● Clinical Psychology Intern

Fortis Healthcare | Jul 2020 - Jul 2020

Interned with the Department of Mental Health and Behavioural Sciences at Fortis Healthcare.



● Project Consultant, Office of Learning Support

Ashoka University | Feb 2020 - May 2020

The project was undertaken for the Office of Learning Support at Ashoka University, which seeks to make education an inclusive space for students with disabilities (SWDs). The two main sub-projects were:

- i. To plan and design an Assistive Technology Room in the upcoming library building, and
- ii. To network with schools and organisations pan-India to increase the number of applications from students with disabilities.

The stakeholders were the University administration, OLS, and students with visual and hearing impairment, locomotor and learning disabilities, and Autism Spectrum Disorder.

- Curated a detailed report of assistive technology for a new, state-of-the-art assistive technology room for students with disabilities, and generated specific insights for implementation utilizing only 60% of the total budget
- Designed 80% of room layout and architecture
- Identified pain points in admission processes, proposed and successfully implemented recommendations in accordance with field experts
- Built several lucrative partnerships and created a robust database of 300+ relevant institutions across the country to target college applicants

● Research and Development Project Consultant

Ek Kadam Aur - Foundation for Education and Health | Sep 2019 - Jan 2020

As a part of the Experiential Learning Module at the Fellowship, I worked with EKA closely in their Project "Using Technology to Empower the Blind and Visually Impaired" that aimed to provide students with visual impairment from class 9-12 appropriate assistive technology to facilitate their higher education.

- Conducted a review of existing worldwide literature, computer hardware and software and applications for personal digital assistants (PDAs)
- Designed an experimental study for impact assessment
- Created a report with recommended computer hardware and software and apps (taking parameters of feasibility, ease of learning, overall viability into consideration)
- Created a preliminary grant proposal for funding

● Communications Manager

International Conference on Mental Wellness in Communities | Apr 2018 - Jun 2019

This first-of-its-kind conference organised by Anjali Mental Health Rights Organisation and Sangath aimed at providing a safe space for lay mental health workers to voice their experiences at the frontline of mental healthcare delivery in low-resource communities.

On the Organising Committee, I:

- managed the communications department for a large part of the conference dedicated to Barefoot Mental Health Counsellors.
- worked on creative conceptualisation and execution in the form of videography, photography, designing websites and visual infographics

- interviewed key speakers and compiled reports for information dissemination.



● Research and Communications Intern

Sangath | Apr 2018 - Jun 2019

In my capacity as an intern, I:

- worked with the Addictions Research Group led by Dr. Abhijit Nadkarni (Sangath and King's College London) and Prof. Richard Velleman (University of Bath and Sangath), assisting with science communication
- worked on a number of tasks related to grant and proposal writing, content creation, press notes and press releases, transcription and translation of in-depth interviews, IRB protocols
- have undergone training in basic counselling skills, counselling for alcohol problems, motivational interviewing, collaborative problem solving, thematic analysis and data coding for qualitative research.

During my time as an intern, I also authored and presented a paper for the Annual National Conference of Bombay Psychological Association, on Improving Access Through Telepsychiatry (IMPACT - India).



● Content Writer

WYSA | Nov 2018 - Jan 2019

Compiled factually-informed, research-based blogs for topics pertaining to mental health and adolescents, LGBTQ+ issues, parent-child communication, etc.

● Organisational Intern

The Story Of Foundation | Oct 2017 - Nov 2017

The Foundation is an interdisciplinary platform for 21st century learning, that values and promotes continuous learning and growth, multiperspective and mindful inquiry, collaboration, cooperation, and community, connections and interdependence.

During my time here, I have assisted finance and accounts for the sale of merchandise, as well as production and exhibition design of "The Story of Space".



● Growth and Product Marketing

SALT - mysaltapp | Jan 2023 -

SALT is mobilizing and revolutionizing the female economy by building a one-stop solution for investing, budgeting, and managing personal finance for women in India.

- Increasing top-of-the-funnel numbers by producing well-researched podcasts for brand-awareness and developing interactive content via social media channels (Instagram, LinkedIn, Youtube, Twitter)
- Increasing user engagement through insight-driven segmentation via multi-channel campaigns (app notifications, Whatsapp, SMS, newsletter)
- achieving higher conversion through targeted messaging
- Setting-up processes and improving efficiency for regular re-engagement via push and in-app notifications through CleverTap, and launching protocols for UX copy and messaging approval
- Improving social media content strategy by analyzing competitor social media and evaluating company performance against benchmarks - resulting in increased followership and engagement

Education & Training

● Università Bocconi

Management of Fashion and Luxury Companies,

● Sciences Po

Masters in Public Policy (Exchange Semester),

- **Ashoka University**

Master of Arts in Liberal Studies,

- **Ashoka University**

Postgraduate Diploma,

- **St. Xavier's College**

Bachelor of Arts,

- **St. Xavier's Higher Secondary School**

Higher Secondary School Certificate,

- **Spring Valley High School**

Secondary School Certificate,