



APARNA KALLAKURI

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SUMMARY

Marketing, communications, and content strategy leader with 19 years of experience across technology, consulting, and digital services in GCC and global markets. I bring hands-on experience across campaigns, digital and programmatic marketing, content strategy and creation, brand communications, analyst relations, influencer and community marketing, thought leadership, events, and go-to-market strategy.

My work has contributed to 35% of the company's pipeline, \$60M in opportunities, \$6M in revenue, 120% growth in website traffic and engagement, 150+ demand marketing assets, record-high NPS of 74%, and 82% internal engagement.

I build clear narratives, integrated programs, and trusted partnerships that turn strategy into measurable business impact.

CORE COMPETENCIES

Content Strategy | Analyst Relations | Go-to-market Strategy | Events | Omni-channel Activation | Influencer and UGC Strategy
Search Engine Optimization (SEO) | Dynamic Creative Optimization (DCO) | Campaign and Program Management
Data-driven Marketing | Social Media Marketing | Content Creation | Content Management | Copywriting
Brand Communications | Internal Communications | Engagement Communications

WORK EXPERIENCE

SENIOR MANAGER, CONTENT STRATEGY AT [ZAINTECH](#)

Jun 2024 - Jul 2026

- Own the annual company-wide content strategy and define the company narrative, messaging, and storyline aligned to the brand to drive company presence and growth.
- Create, lead, and execute high-impact events, campaigns, and content assets to generate approximately 35% of the company's pipeline. This included rebuilding the company website from scratch with an SEO-led strategy, resulting in a 120% increase in traffic and engagement over the previous version.
- Built a repeatable AI-powered content repurposing pipeline that converts each service offering into 9+ multi-channel assets across pre-sales, demand, and conversion stages, producing 150+ demand marketing assets to date.
- Develop ZainTECH's external positioning and communications strategy through industry events, thought leadership, storytelling, external content governance, and other initiatives, aligned to business priorities for maximum impact.
- Built and managed analyst relationships with IDC and Gartner across the GCC, contributing to Leader recognition in IDC MarketScape and Gartner Magic Quadrant reports.

ASSISTANT DIRECTOR, BRAND MARKETING AND COMMUNICATIONS AT [EY GDS](#)

Jun 2022 - Jun 2024

- Designed and governed internal and external communication, media, and leadership campaigns across the 25,000+ member Consulting teams across worldwide GDS locations.
- Strengthened brand perception and content quality for the 9,000+ member Business consulting teams.
- Developed, designed, and governed external communications and thought leadership strategies, client visits, and industry events, and senior leadership media readiness to achieve a record-high NPS of 74%.
- Owned, developed, and executed internal communications programs with an 82% engagement rate.
- Established and owned internal and external content repositories and co-owned social media channels across multiple platforms.
- Led branding and communications support for the Sri Lanka location across EY GDS Consulting.

CONTENT STRATEGY MANAGER AT [SOROCO](#)

Feb 2022 - Jun 2022

- Led organization-wide content strategy for demand generation, category creation, and branding.
- Optimized the website and digital assets for SEO, improving web performance by 100%.
- Managed social strategy across platforms and achieved a 110% engagement rate.
- Managed analyst relationships with NelsonHall, Everest Group, HFS Research, and Forrester to build and drive market presence.
- Managed employer branding activities and internal communications content.

Communications Lead, MAFTech UAE (assignee-out from IBM Global Business Services)

- Set up the internal communications across functions for the recently launched vertical, MAFTech UAE
- Led internal content strategy for branding and positioning the recently carved-out organization to drive business growth and increase NPS.
- Liaison between the corporate group and 9,000+ member business units for all branding, communication, and content distribution requirements.

External Communications Lead

- Managed analyst relationships with Forrester and Gartner to establish IBM Blockchain market positioning.
- Led external communications and content for digital tech media and events to position IBM Blockchain as a thought leader across tech and business media channels and industries.
- Managed internal communications and content for the IBM Blockchain Business Unit of 4,000 employees.

Marketing and Content Manager

- Led strategy for the 34,000 WebSphere member group under the IBM Middleware User Group Community (IMWUC), including content, communication, and marketing initiatives, leveraging the hero-hub-hygiene model for a total user base of 93,000.
- Drove \$60M in opportunities and \$6M in revenue via virtual events and content marketing strategies.

Program and Communications Manager

- Managed two pivotal programs (with a \$140K annual budget) for IBM Business Analytics enablement and certification.
- Managed communications with Channel Teams for over 600 Business Partners worldwide and developed over 80 impact collaterals for learning, certification, events, and co-marketing.

CHANNEL PROGRAMS AND COMMUNICATIONS MANAGER AT [HP INDIA](#)

May 2007 - Mar 2009

- Managed HP Imaging and Printing Group's partner programs and communications for consumer tier-2 and tier-3 channels across India.

EDUCATION

Xavier Institute of Management and Entrepreneurship, Bangalore

Jun 2005 - May 2007

Post Graduate Diploma in Business Management in Marketing and Operations

J.S.S Academy of Technical Education, Bangalore

Sep 2001 - Jun 2005

Bachelor's in Engineering in Industrial Engineering and Management

ADDITIONAL INFORMATION

Tools

Hubspot, Dripify, SEMRush, LinkedIn for Marketing, Google Analytics, Mentimeter, Cision, Muck Rack, Meltwater, Zignal, MS Office Tools, GoTo Platform, LinkedIn, Twitter, Unica NetInsight

Content management systems

Unily, Acoustic, SharePoint, WordPress, Drupal, HubSpot

Certifications

Basics of Agile, Project Management Overview, Inbound Marketing, Content Marketing, and Discover Your Purpose

Organizational Initiatives

Mental health awareness facilitator, women in STEM promoter, workplace neurodiversity promoter, certified diversity ally

Languages

English (Bilingual), Hindi (fluent), Telugu (native), Kannada (fluent), Gujarati (fluent), German (beginner)

Work Authorization

India (Citizen), UAE Residence Visa