

Nikita Sarmah

Lead Content Designer & Strategist

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ABOUT ME

I always knew that words were my superpower, and over the course of **14 years**, I found my forte and made it marketable. It has been an interesting project to work on myself, and along the way, I have helped companies with **UX content, marketing strategies, pre-sales, and team mentorship**.

CAREER HIGHLIGHTS

BOMBAYDC (Content Lead - Digital Products)

As a content lead, I work across functions to elevate digital products with the right content strategy. I mentor my team with the right feedback and resources that help them upskill. I have worked across businesses, including Fintech, BFSI, Edutech, and Real Estate, for both websites and apps.

Interactive Avenues (Associate Group Head)

As a certified UX Content Designer with over 10 years of experience in content writing and strategy, I have worked across multiple domains, including lifestyle commerce, BFSI, Fintech, Primary Industries, Automobile, and Entertainment.

I have managed and mentored a team of 3 content writers. A part of my job includes editing SEO blogs, CRM content, and strategizing on new brand pitches. Some highlights:

- **[The Pink Foundry](#) (D2C website)**
 - Conducted a UX audit and improved information architecture and content strategy to boost conversions by 13%.
- **[Skoda](#) (Automobile website)**
 - Conducted a detailed UX audit and competitor analysis and proposed solutions to improve usability.

- **[Bank of Baroda Capital](#) (BFSI Website)**
 - Worked on the project from scratch to final execution, from UX audit to competition scan, content strategy, writing UX copy, to quality analysis post-development.
 - **[Adani Group](#) (Corporate Website)**
 - Conducted a UX audit, research, and conceptualized content strategy for the revamp of the Adani Group's corporate digital presence.
 - Created a Content Style Guide in the Design System to maintain consistency while provisioning for scalability.
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[Lemon Yellow](#) (Director, Creative Strategy)

I have handled 50+ live clients and worked on 90+ pitch presentations. I have closed 15 projects in my own capacity and managed a team of 5. Here are a few highlights:

- **Netflix | User Research**
 - Conceptualized a creative pitch deck for Netflix India, presenting interview insights and solution-based recommendations to reduce pre-signup drop rates.
 - Led content strategy for a well-received pitch deck, collaborating with UX research, design, and the leadership.
- **[Tata Motors](#) OSP | Website Revamp**
 - Delivered the project 10 days ahead of schedule through meticulous planning and cross-functional collaboration, maintaining high quality.
 - Pitched an upselling strategy that secured additional business for the Online Sales Platform (OSP) app.
- **[Fibe](#) | UI UX Design & Strategy**
 - Developed and presented Fibe app design concepts to stakeholders, covering brand language and experience design.
 - Supported Fibe app design phases 1 & 2 through concept brainstorming, development, and pitch deck curation.
- **PiscesER 1 Marine | Website Design & Development + AMC**
 - Oversaw the website project from inception to maintenance, while successfully upselling social media retainer services.

- **Lemon Yellow | Brand & Digital Strategy**
- Handled the digital marketing strategy for Lemon Yellow for 1.5 years before moving on to other verticals. I conceptualized, planned & executed social media campaigns.

Puretech Digital Pvt Ltd. (Content Specialist)

- Created SEO blog articles and ad copy for clients, including Vogue, HDFC, CNT Traveler, and TBhimjyani Realty. This helped keep their online presence dynamic and engaging.

Ugam Solutions Pvt Ltd. (Content Analyst)

- Wrote and edited product descriptions for the client Joann.com (DIY and craft supplies) to boost conversions on e-commerce marketplaces.

Datamatics Global Solutions Limited (Content Writer)

- Wrote abstracts for foreign journals and created product descriptions for Walmart.

Alfa Overseas (Content Writer)

- Wrote technical, SEO blogs for various organisations to help optimize their digital presence.

Linhealth (Junior Copywriting Intern)

- Created ad copy for healthcare brands like Thyrocare, Lifebuoy, etc.

ACADEMIC CREDENTIALS

- Master's in Advertising and Public Relations from the School of Broadcasting and Communication in 2011 from Mumbai.
- Bachelor's in Journalism in 2009 from Bangalore.
- AISSCE (HSC) in 2006 from the CBSE Board, Jamnagar.
- AISSE (SSC) in 2004 from the CBSE Board, Jamnagar.

SKILL SUMMARY

- Content Design
- Taxonomy Design
- UX Research

- UX Audit
 - Strategic Thinking
 - Verbal & Written Communication
 - Pitch Deck Presentation
 - Project Management (well-versed with tools like ClickUp & Asana)
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CERTIFICATIONS

- UX Design Foundations by Uxcel
 - UX Research by Uxcel
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WORK SAMPLES

Audit and Information Design:

1. [The Pink Foundry](#)
2. [Skoda India](#)

Content Strategy:

1. [Bank of Baroda Capital](#)
2. [Lemon Yellow](#)
3. [Pisces ER 1 Marine](#)
4. [Nijuedx](#)
5. [Uppercase](#)
6. [Fibe On-boarding](#)

Website Content Management:

1. [Mahindra Tractors](#)

Social Media Concepts:

1. <https://www.instagram.com/p/B-6laldj8Cr/>
2. https://www.instagram.com/p/B-3jLvWj8Vz/?img_index=1

3. <https://www.instagram.com/p/B9dxbkcFFUB/>
 4. <https://www.instagram.com/p/B6xdgMnIVEn/>
 5. Campaign Name: Design Delicacies:
<https://www.instagram.com/p/B4uMnU7ID9f/>
<https://www.instagram.com/p/B4wyo32FUL9/>
<https://www.instagram.com/p/B4zcABpFkda/>
<https://www.instagram.com/p/B418adwFOp1/>
<https://www.instagram.com/p/B44ixMBIAwp/>
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PERSONAL DETAILS

Date of Birth : 21st May 1989

Marital Status : Single

Language Known : English, Hindi, and Assamese