



Aditya Shenoy

ASSOCIATE DIRECTOR
CONTENT MARKETING

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[Aditya Shenoy](#)

SKILLS

Content IP Development
Video Content Production
Scriptwriting & Voiceovers
Social Media Strategy
Web Content Strategy
Search Engine Optimisation
Generative Engine Optimisation
Content Writing
Case Study Creation
AI Prompt Engineering

SUMMARY

Content specialist with 12 years of experience in tech journalism, digital media, product and marketing communications.

Strong background in creating impactful content for web, video and B2B marketing.

WORK EXPERIENCE

Datability Technologies

Associate Director (2024- Mar 2026) / Sr. Manager (2022-2024)

- Led **B2B content and social media strategy** for three brands: **iZooto** (SaaS), **Indixital** (performance marketing) and **YieldMonk** (in-app advertising).
- Doubled Organic Leads** at iZooto, grew LinkedIn audience by **over 70%**, and drove a **new lead channel** from offline events.
- Created blogs, one-pagers, case studies, presentations for internal and external stakeholders.
- Led LinkedIn Live discussions with CXOs to break down complex topics and position the brand as the go-to platform for industry insights.

NDTV Convergence (Gadgets 360)

Senior Reviewer (2020-2022) / Reviewer (2017-2020)

- Built deep understanding of consumer behaviour and requirements across price segments.
- Reviewed **300+ gadgets** to produce in-depth reviews, and comparisons for the website.
- Scripted and hosted **400+ videos** for YouTube.
- Served as **Anchor and Producer** for 'Daily 360' on **NDTV Hop App** (backed by **Airtel**): hosted a live show with curated content and answered consumer queries. (2018-2020)

PriceBaba.com (Acquired by 91mobiles.com)

Deputy Editor (2015-2017) / Associate Editor (2014-2015)

- Contributed to building website authority with news, reviews and comparison articles. Featured on **DNA**, **TechRadar**, **TechPP** and more.
- Produced and hosted long format reviews and explainers for YouTube.
- Contributed to **PriceBaba Clear**, evaluated used smartphones to determine pricing.

TOOLS

AI Tech Stack

Claude Code, Gemini, ChatGPT, Google Flow, ElevenLabs, Kling, Suno

Tools

WordPress, HubSpot, Google Analytics 4, Google Search Console (GSC), Semrush and more.

EDUCATION

Mumbai University

Bachelor of Management Studies (2014)

Maharashtra State Board

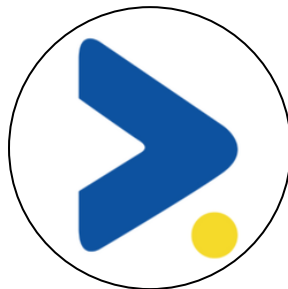
HSC (2008) / SSC (2006)

HIGHLIGHTS

- Doubled iZooto's organic leads within the first six months by improving content output and distribution.
 - Introduced a "Did You Know" and "Jargons Explained" series on social media for iZooto and YieldMonk to drive community engagement.
 - **Google India** featured my Google Duo test results in their advertising while I was at NDTV.
 - Youngest anchor and producer at NDTV HOP.
 - Led the content team at PriceBaba for over six months, curated content and social media posts.
 - Ideated 'lowest offline price' for PriceBaba, increasing offline leads.
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PORTFOLIO

Published Articles



Long Format Videos



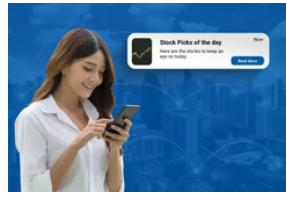
(*each button is a clickable link)

WRITTEN CONTENT

Recently Published Articles



[Best Push Notification Providers for Publishers in 2026](#)



[The Publisher's Playbook: How to Use Push Notifications to Build Habitual Readers](#)



[A Complete Guide to Detecting and Blocking Ad Fraud Before It Costs You](#)



[High Engagement Ads Now Live on Google Ad Manager](#)

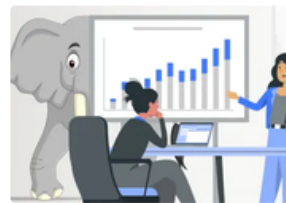
Thought Leadership Articles



[6 Years and Trillions of Notifications Later, Here Are New Learnings](#)



[Customer Data Platform: Opportunity for News and Media Publishers](#)

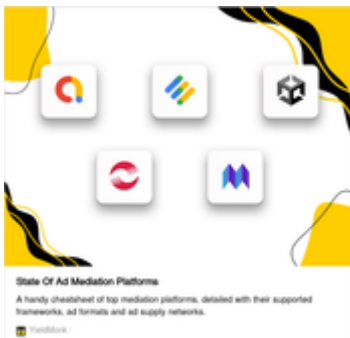


[The Elephant in the Newsroom Every Publisher Seems to be Ignoring](#)



[10 Lessons From Meeting 300 Publishers Across The Globe](#)

Lead Magnets



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LinkedIn Live With C-Suite

