



Aditya Shenoy

ASSOCIATE DIRECTOR
CONTENT MARKETING

CONTACT

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SKILLS

Content IP Development
Video Content Production
Scriptwriting & Voiceovers
Social Media Strategy
Web Content Strategy
SEO/ GEO
Content Writing
Case Study Creation
AI Prompt Engineering

SUMMARY

Content specialist with 11 years of experience in tech journalism, digital media, product and marketing communications.

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

EXPERIENCE

Datability Technologies

Associate Director (2024-present) / Senior Manager (2022-24)

- Led **B2B content and social media strategy** for three brands: **iZooto** (SaaS), **Indixital** (performance marketing) and **YieldMonk** (in-app advertising).
- Improved written, video and audio **content output and distribution** to boost brand credibility and establish thought leadership.
- Produced blogs, one-pagers, case studies, presentations for internal and external stakeholders.
- Hosted **podcasts and webinars** with industry leaders and CXOs on LinkedIn.

NDTV Convergence (Gadgets 360)

Senior Reviewer (2020-22) / Reviewer (2017-20)

- Developed expertise in understanding consumer behaviour and requirements across varying price segments.
- Reviewed **300+ gadgets** to produce in-depth reviews, and comparisons for the website.
- Produced and hosted **400+ videos** for YouTube.
- Also 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. (2018-20)

PriceBaba.com (Acquired by 91mobiles.com)

Deputy Editor (2015-17) / Associate Editor (2014-15)

- 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.

EDUCATION

Mumbai University

Bachelor of Management Studies (2014)

Grade A

Specialisation in Finance

Maharashtra State Board

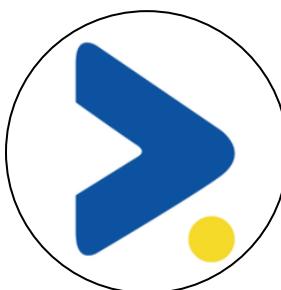
HSC (2008) / SSC (2006)

HIGHLIGHTS

- Doubled iZooto's content output within the first six months.
- Introduced a "Did You Know" and "Jargons Explained" series on social media for iZooto and YieldMonk to drive community engagement.
- **Google India** advertised results of tests conducted for 'Google Duo' video calling app.
- 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.

PORTFOLIO

Published Articles



Long Format Videos



(*each button is a clickable link)