



# 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.

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## EDUCATION

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### Mumbai University

Bachelor of Management Studies (2014)

### Grade A

Specialisation in Finance

### Maharashtra State Board

HSC (2008) / SSC (2006)

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## HIGHLIGHTS

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- 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.
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## PORTFOLIO

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### Published Articles



### Long Format Videos



(\*each button is a clickable link)