

RISHMITA AICH

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20 SUMMERFIELD, IRISHTOWN, DUBLIN

ABOUT ME

I specialize in helping organizations build their brands and position their C-suite executives as thought leaders in the industry for a lasting impact on lead generation, social selling, and an increase in brand value.

EDUCATION

Master of Science (MSc.) - Marketing
Trinity College Dublin, 2021-2022, Grade 2:1

Certificate- Brand Management
UCLA Extension, 2020-2020, GPA 4.0/4.0

**Bachelor of Arts (BA) - Media Arts &
Design Major (Journalism Concentration)**
James Madison University, 2014-2018, GPA 3.8/4.0

WORK EXPERIENCE

Content Marketing Manager
Creditsafe Group

05/2022 - Present; Dublin, Ireland

- Managed content production and distribution at a group level to support 14 Creditsafe entities in their lead generation and branding efforts
 - Contributed to the content production and delivery of the Creditsafe Group website
 - Managed account-based marketing campaigns at a group level to support targeted lead generation in different verticals using thought leadership content pieces such as research reports, guides etc.
 - Led a business-wide vision and values project to introduce a set of new values and a new vision statement across 14 Creditsafe countries
 - Introduced new tone of voice guidelines across 14 Creditsafe countries and in 11 languages to boost the Creditsafe brand identity in the market
 - Led event-based marketing campaigns, LinkedIn campaigns and to promote thought leaders in the company at a group level
 - Launched a company-wide internal newsletter called 'Business in Focus', to promote best-practice sharing and thought leadership in sales and marketing teams at Creditsafe
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KEY IMPACTS

Launched New Vision & Values for Creditsafe

Crafted and deployed a new vision statement and a new set of core values across the business that now serves a guiding point for hiring candidates in HR teams, prospecting in sales and marketing teams, strategic decision-making for the leadership teams and much more across the business.

Created Tone of Voice Guidelines for Creditsafe

Unified the messaging and brand identity across 14 Creditsafe countries with a clear set of guidelines on specific word choice and writing style when communicating anything under the Creditsafe brand - from LinkedIn posts to elevator pitches.

Generated £20,000 Worth Business During COVID-19 for QXAS

Ran a successful campaign during the pandemic and generated work for at least 20 FTEs and prevented their lay off. With over 30 business enquiries from accounting firms of all sizes. The campaign helped the business stay afloat during COVID-19.

WORK EXPERIENCE

Content Marketing Manager QX Global Group

09/2019 - 07/2021; Ahmedabad, India

- Led the entire B2B marketing for QX's accounting arm, QXAS: established strategy, messaging, branding, and positioning to catalyse the lead generation and brand awareness.
- Led the Sales and Marketing strategy and construction of a strategic client's website; build their brand identity from scratch: brand voice, messaging, key campaigns, and existing & new business development strategies.
- Pioneered a research report publication for QX's Accounting Services (QXAS) business on "The Current State of Accounting" co-authored by celebrity business author, Steve Pipe.
- Led a successful marketing campaign on QXAS' COVID-19 Support Services during the pandemic; generated 30 business inquiries and £20,000 worth of business.
- Created a successful SEO Strategy with an annual and monthly editorial calendar
- Created a series of successful influencer marketing campaigns in partnership with key clients, industry leaders, and thought leaders in the company and UK accounting community
- Part of a Copy & Content team that builds thought leadership for QX's Board Members and C-Suite Executives.

Content Writer QX Global Group

02/2019 - 09/2019; Ahmedabad, India

- Wrote blogs and featured articles on outsourcing, accounting and reported on the trends in the financial industry in the UK and Ireland.
- Copywriting ads for LinkedIn, Google and other digital platforms.
- Interviewed leading accounting industry leaders and build on thought leadership content for QX Global Group.
- Launched "The Accountant's Dealbook" Newsletter which garnered over 1000 subscribers.

Features Intern Conde Nast Traveller

09/2018-01/2019; Mumbai, India

- Wrote articles for Condé Nast Traveller India Print and Digital Magazine.
- Copy-edited and fact-checked articles over 50+ articles on the December and March Edition.
- Managed marketing events like CNT's Top Restaurant Awards and Readers Traveller Awards.

TRAININGS

Inbound Marketing,
Hubspot.com
Social Media Marketing,
Hubspot.com
Email Marketing,
Hubspot.com
Spreadsheet Modelling,
Harvard Business Publishing
IBM SPSS Training,
Trinity Business School

ACHIEVEMENTS

**You Rock Award, Creditsafe
March 2022**

**You Rock Award, Creditsafe
June 2022**

**Star Performer, QX Global
Group**

**Sept 2019, May 2020, June
2021**

**First Place, Madison
Screenwriting Scholarship,
2018**

**Dean's List, Spring 2018
Dean's List, Fall 2017**