

# Anshita Shedha

Driving growth through strategic content and storytelling.

## Contact information

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## Summary

Accomplished Digital Content Manager with a proven record of driving engagement and enhancing customer experiences through strategic content creation and storytelling, with a strong analytics background. Currently leading the website content for Commonwealth Bank's lifestyle magazine and TV show, The Brighter Side. Seeking to leverage my skills and experience to continue delivering high-quality, audience-first content.

## Experience

Commonwealth Bank

*Digital Content Manager*

November 2023 – November 2024 (Contract) | Sydney, NSW, Australia

- Spearheaded the website content for The Brighter Side, CommBank's lifestyle magazine and TV show, resulting in a 166% increase in web traffic within three months
- Collaborated with cross-functional teams to ensure content alignment with brand standards and customer-focused objectives
- Used analytics and insights to continually optimise content and enhance customer experiences
- Built Adobe Analytics dashboards and identified appropriate metrics to ensure alignment with brand objectives

AstraZeneca

*Content Strategist*

September 2021 - May 2023 | Sydney, NSW, Australia

- Conducted a comprehensive content audit to identify opportunities for digital transformation
- Implemented the hub, hero, hygiene model to prioritise content creation and distribution
- Increased brand awareness from 22% to 48% through strategic content initiatives
- Enhanced content accessibility and engagement through adding video chapters, subtitles, and multi-format content

## Infosys Consulting

*Marketing Communications Manager*

August 2019 - January 2021 | London, United Kingdom and Sydney, NSW, Australia

- Created long-form content assets for senior leadership team and promotional materials across LinkedIn, internal platforms, and blogs
- Introduced innovative content formats such as short LinkedIn videos, image infographics, and interactive PDFs
- Boosted employee engagement on internal communication platforms by 20% and increased LinkedIn followers by 16% year on year

## Tink Labs Limited

*Social Media & Content Manager*

September 2018 - September 2019 | London, United Kingdom

- Launched the #WhyItsHandy challenge, increasing social media engagement by 33% and website enquiries by 25%
- Fostered relationships with influencers and hotel partners to expand brand reach and generate user-generated content

## Ageas Federal Life Insurance

*Content Strategist*

September 2015 - July 2018 | Mumbai, Maharashtra, India

- Developed and executed the 'Keep Moving' campaign, doubling marathon registrations and enhancing brand perception through high-impact video and social content.

## Larsen & Toubro

*Digital Communications Officer*

September 2013 - September 2015 | Mumbai, Maharashtra, India

- Supported multiple business units with promotional communications, including industrial videos, pitch videos, brochures, and thought leadership blogs

## BBDO Worldwide

*Copywriter*

February 2012 - September 2013 | Mumbai, Maharashtra, India

- Created copy for Mercedes-Benz, Raymond, Pedigree, and P&G, enhancing brand messaging and engagement

## Point Blank Advertising Pvt Ltd

*Executive*

January 2011 - February 2012 | Mumbai, Maharashtra, India

- Managed client servicing and copywriting for Cipla, Ranbaxy, and Bausch & Lomb

## Skills

*Content management systems:* Squiz Matrix, WordPress, Drupal, Adobe Experience Manager, Adobe DAM, Workfront

*Analytics:* R, Google Analytics Individual Qualification, Adobe Analytics

*SEO:* Google console, MOZ, SEMrush

*Content creation tools:* MS Copilot, ChatGPT, Google Gemini, Lumen 5, iMovie (video creation) and Canva

*Project management:* Jira, Clickup, Asana, Trello

*Internal communications:* Sharepoint, Confluence

## Education

[University of Greenwich](#)

Social Media Analytics | Social Media Analytics using R (2018)

[University of Tasmania](#)

Medicines Australia Code of Conduct | Pharmaceutical Marketing and Management (2021)

[University of Mumbai](#)

Master of Business Administration (MBA) | Marketing (2011)

Bachelor of Science (BS) (2008)

## Certifications

Google Analytics Individual Qualification | Google

Introduction to SQL | Code Academy