

GULRAJ BEDI

kontentkrayon.com



New Delhi

+91-8377841612 | gulrajbedi@gmail.com

Summary

A strategic and creative communications professional with more than 10 years of experience across content, advertising, and public relations. I specialise in developing compelling brand narratives, creative campaigns, and content strategies that translate business objectives into meaningful audience connections. I combine strategic thinking, conceptual creativity, and strong storytelling with hands-on execution across digital platforms, brand communication, and PR initiatives—helping brands communicate with clarity, relevance, and impact.

Skills

Copywriting

Public Relations

Storytelling

Influencer Outreach

Blog Creation

Campaign Execution

Social Media Content

Ghostwriting (Books)

Campaign Planning

Script Writing (video)

Education

University Grants Commission

National Eligibility Test (NET) - Journalism

New Delhi

2017

Guru Jambheshwar University of Science & Technology

Master of Arts - Mass Communication

Hisar

2017

Indian Institute Of Mass Communication

Postgraduate Diploma - Advertising and Public Relations

Hauz Khas, New Delhi

2016

Jagannath International Management School, Guru Gobind Singh Indraprastha University

Bachelor of Arts - Journalism and Mass Communication

Vasant Kunj, New Delhi

2015

Experience

Uncle Delivery , Content & Creative Lead

Gurugram

Apr 2024 - Present

- Spearhead comprehensive content strategies aligned with business objectives, brand voice, and target audiences
- Manage content calendars and collaborate with design, SEO, and product marketing teams for timely execution
- Oversee end-to-end content creation across web, email, blogs, and social media, ensuring consistency and engagement
- Develop platform-specific content to drive brand visibility, audience engagement, and lead generation
- Conceptualise and script brand videos to strengthen storytelling and audience engagement

Dynamic Square (MPG Group) , Senior Manager (Content)

Gurugram

Jan 2023 - Oct 2023

- Developed blog posts, case studies, and long-form articles tailored for Microsoft Dynamics 365, integrating SEO and content marketing best practices

- Created email campaigns, social media strategies, and platform-specific content to enhance brand awareness and drive user engagement for Microsoft Dynamics 365
- Led and managed a 4-member content team, overseeing content planning, quality assurance, and timely delivery

Korra Worldwide Advertising , Content Writer/Copywriter

Feb 2020 - Jan 2023

Gurugram

- Authored product reviews, blog posts, articles, and Quora answers to drive engagement and establish thought leadership
- Executed creative social media campaigns for diverse brands, including Lokanto and OYO Rooms
- Managed client portfolios including Sofy, Dish TV DTH, Watch OTT, Oyo Rooms, and Daawat Basmati Rice

Suntec India , Senior Content Writer

Dec 2017 - Jan 2019

New Delhi

- Created diverse forms of content including blog posts, articles, meta descriptions, product descriptions, case studies, and tutorials
- Conducted patient profiling and documented disease histories for the Sports Injuries Clinic (US), maintaining strict accuracy and confidentiality
- Managed client portfolios including Ian Blogs, Bobby Fish, Home Cinema Centre, and Knife Country

Edelman India , Account Executive

May 2016 - Sep 2017

Gurugram

- Produced press releases, articles, blogs, and newsletters as part of the communications team
- Compiled and delivered daily media coverage reports for clients including TrueCaller and AMD, providing real-time insights into brand visibility
- Developed and distributed press releases and coordinated follow-up with journalists to secure media placements and nurture strong media relationships
- Managed client portfolios including CGPL, TrueCaller, AMD, Tata Sons, etc.

 Key Highlights

- Drove 45% growth in Uncle Delivery's LinkedIn community (2025–26)
- Conceptualised and delivered 2 brand videos for Uncle Delivery (2025–26)
- Led and mentored 12+ professionals across content and creative (2016–Present)
- Developed content strategies across logistics, SaaS, FMCG, and tech (2016–Present)
- Executed integrated campaigns for OYO Rooms, Lakanto, and Uncle Delivery (2020–23)
- Created PR and media content for Tata Sons, AMD, and Truecaller (2016–17)

 Certifications

- Generative AI Foundations Certificate Program-Microsoft (2026)

 Books Authored

- Author of Letters to Zebunnisa, a poetry collection published by Notion Press in March 2024

 Languages

English

Hindi

 Personal Information

Date of Birth 24/03/1994