

Dear Hiring Manager,
Hope you are doing well!

I'm Yatin Makkar, a media, marketing, and PR specialist, writing to express my keen interest in the Marketing and Communications Manager role at your organization.

With over four years of cross-functional experience spanning social media strategy, influencer marketing, content, communications and PR, performance marketing (beginner), designing, business development, business strategy, client servicing, and devising marketing & communications plans—I bring a well-rounded and agile background in integrated marketing communications. My work consistently blends data-informed storytelling with creative execution, enabling global tech and consumer brands to connect meaningfully with their audiences.

Currently, I contribute across three organizations:

- Pitchfork Partners (Full-Time)
- Agency Reporter (Part-Time)
- The Evolve Agency (Co-Founder, My Startup)

At Pitchfork Partners, I lead external communications, PR, and influencer marketing for technology-driven brands like Cloudflare, Tiger Analytics, Merkle, and iMerit, as well as consumer brands such as NIC Ice Cream and Navneet Education Limited. Alongside this, I manage end-to-end account management and account strategizing, ensuring all communication campaigns are aligned with client objectives and executed seamlessly across media, influencer, and digital channels. My focus on audience segmentation, real-time responsiveness, and performance-driven storytelling has earned me multiple internal awards, including Employee of the Year.

At Agency Reporter, I work on the platform's digital and on-ground initiatives, leading:

- Content strategy and monthly IP-led campaigns
- Designing the website's UI/UX and brand identity using softwares like Canva, Photoshop and Illustrator
- Ensuring lead generation through Brand Awareness and Conversion through Retargeting by running social media and email marketing campaigns.
- Planning Marketing Calendars/ Marketing Planning/ Communication Planning
- Email marketing for clients such as Quora, mCanvas, MiQ, and DoubleVerify using MailChimp
- Social media, website content, sponsor communications, and B2B positioning
- The launch of ventures Agency Reporter Middle East and EPIC Campaigns, a new IP I conceptualised to spotlight outstanding work
- Content development for Agency Reporter Middle East
- On-Page/Off-Page SEO

As Co-Founder of The Evolve Agency, I lead a team that executes end-to-end influencer marketing campaigns for brands like Mattlook Cosmetics and Zavva Jewellery. I also directly

handle account management and strategic planning—from onboarding and client servicing to campaign planning, execution, and performance review. **Generated revenue worth INR 1,18,93,810 for Zavva with an average order value of INR 2,346 in 9 months | ROAS - 3.37. Highest among all agencies.**

To further expand my capabilities in performance marketing and e-commerce, I am currently learning Google Ads, Meta Business Suite, DV360 and Shopify, with the aim of integrating stronger data-led planning and full-funnel marketing into my toolkit.

How can I add value to your team?

- **Integrated Communications Mindset** – I've built and scaled multi-channel strategies tailored to business goals, from awareness to conversion.
- **Brand Storytelling with Impact** – I translate brand values into compelling content and campaigns for both startups and global companies.
- **Media, Influencer & Stakeholder Relations** – I maintain strong relationships across media and creator ecosystems to drive visibility and trust.
- **Performance & Data-Led Execution** – I use metrics to continuously refine communication strategies and boost outcomes.
- **Collaborative & Entrepreneurial** – I thrive in cross-functional teams and dynamic environments, bringing both leadership and agility. I would be thrilled to explore how my strategic thinking, creative approach, and multi-industry experience can contribute to your brand's communication and marketing goals.

My portfolio is accessible [here](#). (Best accessible on a computer)

Thank you for your time and consideration.

Warm regards,

Yatin Makkar

M: +91-9540349034

E: yatin.bw@gmail.com; makkaryatin9@gmail.com

W: <http://yatinmakkar.com>