



## CONTACT ME

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## EDUCATION

### Bachelors in Journalism & Mass Communications

**Guru Gobind Singh Indraprastha University**

Scored 75%  
2018 - 2021

### Intermediate

**SD Public School**

Scored 62%  
2017 - 2018

### Matriculation

**Guru Nanak Public School**

Scored 62%  
2015 - 2016

## SKILLS

Creative thinking and problem-solving abilities.

Strong written and verbal communication skills

Ability to work collaboratively in a team

Proficiency in marketing and PR tools.

Knowledge of the latest marketing trends and best practices for brand building

Sponsor & Vendor Management

# Yatin Makkar

Former Journalist | Influencer Marketer | PR Consultant | Voice Over Artist

Portfolio - <https://yatinmakkar.com/>

## WORK EXPERIENCE

### Consultant (PR & Influencer Marketing) | Pitchfork Partners | July 2022 - Present

- Led account management and strategizing for PR and marketing campaigns, ensuring seamless execution and measurable outcomes aligned with client goals.
- Researched and built targeted media and influencer lists to enhance outreach.
- Provided strategic counsel on media opportunities and facilitated key engagements.
- Secured media coverage through proactive outreach, storytelling, and content strategies.
- Developed impactful content and briefing materials to strengthen brand messaging.
- Designed and executed PR strategies to enhance reputation and drive engagement.
- Led influencer marketing campaigns, onboarding relevant influencers for maximum impact.
- Played a key role in business development, contributing to client acquisition, pitch strategies, and market research to drive agency growth.
- Spearheaded internal marketing initiatives, managing brand positioning, digital content, and thought leadership to elevate the agency's industry presence.
- Recognized as Employee of the Month multiple times and awarded Employee of the Year.
- Managed PR and influencer initiatives for brands like Cloudflare, iMerit, Tiger Analytics, Yunion, Merkle, and celebrity influencers Ruhaanika Dhawan and Chahat Tewani.

### Community Manager | Agency Reporter | March 2021 - Present

- Manage and launch WordPress websites for multiple events and initiatives, ensuring seamless operations and user experience.
- Develop and execute social media, content, and engagement strategies for Agency Reporter and The Gaming Reporter across platforms.
- Lead email marketing campaigns for clients including mCanvas, Stallion, MiQ, DoubleVerify, Frodoh, The Trade Desk, Pubmatic, and Quora, driving audience engagement and conversions.
- Secure sponsorships and manage vendor partnerships for company events, overseeing successful execution and relationship-building.
- Create compelling content, author industry articles, and interview industry leaders to drive thought leadership.
- Design business proposals, marketing creatives, and social assets using Canva to support brand campaigns.
- Spearhead microsite development for intellectual properties, aligning with sponsorship and marketing goals.
- Lead internal marketing efforts, managing strategy, digital messaging, content, and social media planning to enhance brand visibility.
- Build strong industry relationships to expand reach, foster engagement, and drive business growth.
- Provide editorial coverage of key industry events like Goafest, delivering insights and strengthening brand presence.
- Launched IPs - Epic Campaigns and Agency Reporter Middle East - Spearhead content development, designing, storytelling for the IPs along with social media strategies.
- On Page/ Off Page SEO

### Co-Founder | The Evolve Agency | September 2024 - Present

- Drive business development by identifying and establishing partnerships with new brands to accelerate agency growth.
- Lead the end-to-end planning, execution, and management of marketing campaigns, ensuring impactful brand positioning.
- Contribute to strategic planning, aligning business objectives with long-term growth initiatives. Oversee influencer marketing strategies for Zavva Jewellery, Mattlook Cosmetics, and The Oak Age, optimizing brand engagement and visibility.
- **Drove revenue worth INR 1,18,93,810 for Zavva with an average order value of INR 2346 in 9 months | ROAS - 3.37. Highest among all agencies.**

## SOFTWARES

Yoast SEO (Pro)  
Wordpress (Pro)  
Google DV360 (Currently Learning)  
Google Ads (Currently Learning)  
Meta Business Suite (Currently Learning)  
Shopify (Currently Learning)  
Adobe Photoshop (Pro)  
Microsoft Office (Pro)  
MailChimp (Pro)  
Meltwater (Pro)  
Canva (Pro)  
Adobe Illustrator (Pro)

## HOBBIES

Networking  
Travelling  
Watching web series  
Listening to music  
Workout  
Photography  
Great interest in doing social work

## VOICE OVERS

[Spotify Ad](#)  
[Pitchfork Partners Reel](#)  
[Podcast](#)  
[Dubbing 1](#)  
[Dubbing 2](#)  
[Dubbing 3](#)  
[Dubbing 4](#)

## WORK EXPERIENCE

### Editorial Intern - Marketing, Advertising, PR, and Gaming | BW Businessworld | October 2020 - February 2021

- Provided editorial support for industry events like Businessworld Marketing Whitebook 2020 and BW PuRe Awards, ensuring content quality.
- Edited and published press releases and guest articles with timely execution.
- Wrote event stories and transcriptions, contributing to industry insights.
- Coordinated with event speakers, strengthening communication and organizational skills.
- Played a key role in launching BW Marketingworld, expanding editorial responsibilities.
- Collaborated with senior editorial leadership, contributing to content strategy and industry analysis.

### Voice Over Intern | Digital Gimmick | July 2020 - October 2020

- Successfully completed a paid voice-over internship, delivering daily narrations on global geography, country insights, and cultural nuances.
- Enhanced voice modulation, pitch control, and articulation to maximize audience engagement and storytelling impact.
- Strengthened research and content adaptation skills, translating complex geographical and cultural topics into compelling narratives for diverse audiences.

### Graphic Design Intern | Skillsify | July 2020 - August 2020

- Led the design of high-impact digital creatives, ensuring strong brand messaging and visual identity.
- Created conversion-focused visuals to enhance website aesthetics and optimize user engagement.
- Developed compelling content to elevate brand presence, improve user experience, and support marketing goals.

### Graphic Design Intern | Pawni Agro Enterprises | July 2020 - August 2020

- Designed banners, posters, and social media creatives to strengthen brand presence and audience engagement.
- Developed visually compelling content for the website and digital platforms, enhancing user experience and brand visibility.

### Editorial Intern | Dainik Jagran | January 2020 - February 2020

- Reported on daily news, industry developments, and key events.
- Researched, wrote, and edited accurate, timely reports.
- Produced well-structured content aligned with editorial standards.

### Graphic Design Intern | Sirona Pvt. Ltd. | July 2020 - August 2020

- Designed and created engaging posts for the company's Instagram handle, enhancing the brand's visual presence.
- Conducted research for creative concepts, contributing to the development of innovative designs and expanding my knowledge in graphic design.

## CLIENTS

