Deepit Magee

Birmingham, UK | deepitmagee@gmail.com | linkedin.com/in/deepitmagee

MBA Candidate, University of Birmingham | UK work authorised | https://deepitmagee.tech/

Professional Summary

Brand, communications and growth professional with six years' experience across education, EdTech, study-abroad services and digital media. Delivers integrated campaigns, audience growth and content strategy, drawing on hands-on experience producing and anchoring video, leading editorial teams, translating complex stories for large audiences and using generative AI tools to accelerate research, analysis, content development and workflow automation. Led cross-functional campaigns that increased inbound leads by 35%, student retention by 25% and programme users by 500%.

Professional Experience

General Manager, Brand and Communications | February 2025 – June 2025
The Design Village, private design education institute | *New Delhi, India*

- Led brand repositioning to reflect TDV's ethos-led approach, enhancing perception and attracting a more premium student cohort.
- Developed integrated campaigns across digital, print and events, increasing social media followers by 15%, inbound leads by 35% and student retention by 25%.
- Directed communications for flagship events including TEDxTDV and CAN Mixer, strengthening TDV's presence in the design and education sectors.
- Managed content, design and messaging across platforms, ensuring consistent, high-quality marketing and outreach.

Senior Manager, Strategy and Growth | April 2024 – January 2025
LogIQids, EdTech cognitive skills platform | *Mumbai, India*

- Drove 500% user growth for the LQ Champs programme through strategic storytelling and targeted campaigns.
- Led end-to-end campaign development across email, social media and event marketing channels.
- Managed a cross-functional creative team, established editorial guidelines and mentored team members.
- Optimised content strategy through analytics, achieving more than 70% user growth for the flagship Mental Aptitude Development programme.

Manager, Communications | March 2023 – September 2023
GradRight, study-abroad and education-finance platform | *Gurgaon, India*

- Designed end-to-end user-acquisition and conversion funnels, supported by advertising copy and email communications.
- Conceptualised, planned and delivered online events for user acquisition and conversion.
- Coordinated client delivery with stakeholders, planning and delivering marketing campaigns and strategies for critical accounts.
- Managed B2B collaborations to enhance brand visibility and recognition.

News Producer, The India Story | March 2021 – March 2023
Editorji, AI-enabled digital video news platform | *New Delhi, India*

- Led end-to-end production of the flagship weekly news show The India Story, anchored by Vikram Chandra and reaching millions of viewers across Editorji and WION.
- Established editorial standards and quality benchmarks for accurate, impactful storytelling across content formats.
- Managed relationships with executives, advertisers and media partners, aligning content strategy with organisational objectives.
- Supervised multi-format production from research and scripting to final delivery, maintaining quality under tight deadlines.
- Wrote, produced and anchored technology content regularly reaching 50,000–100,000 viewers.

Early Career in News and Digital Media | 2019 – 2021
NDTV 24x7, NDTV HOP, Sportskeeda and Tiranga TV | *New Delhi, India*

- Produced award-winning and prime-time shows, including We The People.

- Anchored and scripted content across news and entertainment formats.
- Field-reported on Delhi elections and COVID-19 coverage.

MBA Company Project

Client Conversion and Relationship Growth | 2026
Premier Support Services Ltd | *Birmingham, UK* | *B2B facilities management*

- Conducted a commissioned qualitative study of client conversion and post-contract relationship development for a UK B2B facilities-management provider.
- Interviewed stakeholders to identify commercial, relationship and operational barriers to growth.
- Delivered recommendations on reference management, sales-to-operations handover, relationship management and commercial data.

Core Skills

Marketing and Growth: Integrated campaigns, audience growth, user acquisition, conversion funnels, email marketing, social media marketing, event marketing, B2B partnerships
Communications and Content: Content strategy, brand communications, impact storytelling, editorial management, video production, stakeholder communication
AI and Automation: Generative AI, large language models (LLMs), prompt engineering, AI agent configuration, multi-model workflows, AI-assisted research, document analysis, workflow automation
Analytics and Tools: Data-driven optimisation, Adobe Premiere Pro, After Effects, Photoshop, CMS, HTML/CSS
Leadership: Cross-functional team management, mentoring, campaign planning, stakeholder management

Education

University of Birmingham, Birmingham, UK
Master of Business Administration (MBA) | September 2025 – December 2026
Academic requirements completed: September 2026
Asian College of Journalism | Post-Graduate Diploma in Journalism | 2018 – 2019
Ambedkar University, Delhi | Bachelor of Arts in English Literature | 2014 – 2018