

Tavishi Mathur

CORPORATE COMMUNICATIONS SPECIALIST

EMAIL
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LINKEDIN
linkedin.com/in/tavishi-mathur-267442182

BASED IN
India

CORE SKILLS

Corporate Communications

Press & Media Relations

Product Launch Communications

Executive & Personal Branding

Internal Communications

Brand Messaging & Voice

Stakeholder Coordination

Editorial Writing

Content Strategy

TOOLS

Cision

Zoho

WordPress

Canva

Figma

Google Analytics

Google Workspace

EDUCATION

Master of Journalism and Mass Communication (Corporate Communication)
Manipal University Jaipur · 2021 – 2023

Bachelor of Journalism and Mass Communication
Jaipur National University · 2018 – 2021

CERTIFICATIONS

Content Marketing and Email Marketing
HubSpot Academy

Storytelling in Branding and Content Marketing
Coursera

LANGUAGES

English (Native)

Hindi (Native)

01 PROFILE

Corporate communications professional with *3+ years* in SaaS and ERP software companies and a Master's in Journalism and Mass Communication (Corporate Communication). Writes and distributes about 8 press releases a month, with coverage in industry outlets such as WhatTheyThink. Experienced in product launch communications, executive branding, internal communications and brand voice, working closely with product, sales, design and leadership teams.

02 EXPERIENCE

Marketing & Communication Specialist

Nov 2025 – Aug 2026

DesignNBuy

- Wrote and distributed about 8 press releases per month via Cision, PRWeb, OpenPR, IssueWire, BriefingWire, Releasepr and other wires, with articles on Dev.to and CustomerThink.
- Earned coverage on WhatTheyThink for the Designo 2.5 and Designo 2.6 product launches.
- Ran omnichannel media coverage across multiple platforms to drive signups, and published content in a range of formats on a regular cadence, following the content strategy I built.
- Led launch communications for Web-to-Print features: step-and-repeat patterns, text-over-image editing for die-cut stickers, multilingual storefronts, canvas resizing and 3D product preview.
- Kept brand voice consistent across emailers, newsletters, webinars, events and LinkedIn campaigns.
- Produced case studies, product copy and explainers that made SaaS concepts clear to customers, aligning messaging with product, design, sales and creative teams.

Content Writer

Jul 2023 – Nov 2025

Softworld India Pvt. Ltd. (ERP Software)

- Ran personal branding for the company's President, significantly growing his LinkedIn followers and connections and earning feature articles on web news portals.
- Wrote internal communications, including announcements and newsletters, and external communication materials for leadership.
- Drafted brand voice guidelines for consistent messaging across teams.
- Developed brand messaging for blogs, product pages and UI/UX copy, and ran storytelling campaigns that increased digital engagement.
- Partnered with marketing, design and product teams to align communications with business goals.

Content Editor Intern

Jul 2021 – Sep 2021

Samagra Foundation

- Developed social post ideas, video concepts and visual storytelling for nonprofit campaigns; managed the content calendar and publishing schedule.

Social Media Marketing Intern

Sep 2021 – Nov 2021

Tutedude

- Edited, proofread and formatted digital content; fact-checked material for accuracy.

03 SELECTED COVERAGE

WhatTheyThink

DesignNBuy launches Designo 2.5

WhatTheyThink

DesignNBuy releases Designo 2.6

CustomerThink

Why Shopify Print Businesses Are Rethinking Customization Workflows

IssueWire

DesignNBuy Launches Redesigned DesignO Editor for Simpler Product Personalization

PRWeb

DesignO Launches Advanced B2B Web-to-Print Solution for Corporate Printers

OpenPR

DesignNBuy Adds Sticker Product Support and Step & Repeat