Aman Kidwai

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##### PROFESSIONAL EXPERIENCE

**Morning Brew New York, NY**

*Senior Reporter (September 2022-present)*

* Reporting on the labor market, the workplace, and talent strategy, 3-4 articles per week
* Crafting witticisms, news commentary, and running segments for a daily newsletter

**Fortune Media Group New York, NY**

*Writer (August 2021-September 2022)*

* Lone writer and reporter for a new weekly newsletter and vertical focused on leadership & business ethics
* Grew newsletter subscriber base to over 20,000 in first three months
* Appeared in numerous podcasts, webinars, and event panels, for Fortune and other organizations
* Interviewed senior leaders at Spotify, Adobe, Taco Bell, HP, Chipotle, Marriott, among others

**Business Insider Washington DC**

*Reporter (February 2021-August 2021)*

* Covering workplace and careers for the premium strategy news offering
* Multiple appearances on web shows and at industry conferences such as ASU+GSV

**Industry Dive Washington DC**

*Reporter (January 2020-February 2021)*

* Reporting, editing and social media for the company’s HR publications, including DEI, L&D, and Recruiting
* Managed the sending of multiple daily and weekly newsletters while writing news stories and features

**Self-Employed Washington DC**

*Multi-media editor/sportswriter - freelance (May 2013-present)*

* Took over dormant SB Nation college site which now receives over 200k page views per month
* Publisher of a subscription college sports news service for Rivals/Yahoo, 2015-2022
* Sports features for Washington City Paper, 2018-2021
* Launched Substack newsletters in 2021, now over 1,000 paying subscribers
* Manage part-time writing staff, social media, and editorial schedule for SB Nation and newsletters
* Developed basic competency in HTML, launched podcasts, video show, and documentary series

**Challenger Inc. Arlington, VA**

*Senior Consulting Analyst – Sales & Marketing Strategy (March 2018-January 2019)*

* Working with sales and marketing leaders to improve revenue performance
* Advised F1000 clients on content marketing and lead generation strategy
* Expertise in The Challenger Sale™ and related marketing messaging
* Project work such as interviews, collection of outside information, sell sheets
* Reason for departure: Spun off from Gartner as a result of its CEB acquisition

**CEB (acquired by Gartner in 2017) Arlington, VA**

*Product Analyst, HR Practice – HR Practice (April 2016-March 2018)*

* Product manager for an exit survey and engagement survey for corporate HR clients
* Managed a global turnover benchmarking data service
* Writing 2-4 articles per week for company blog while managing internal news resource for product teams
* Responding to client research requests
* Co-chair of departmental social committee

**Worked in startups from February 2014-February 2015 before pursuing media as a full-time freelancer for one year.**

**CEB (July 2010-February 2014) Arlington, VA**

*Associate Director (July 2012-February 2014)*

*Business Development Associate (July 2010-July 2012)*

* Started off cold calling and scheduling sales interactions with C-Suite execs in financial services
* Routinely hit over 200% of monthly goal
* Promoted after 9 months to take on account management support in addition to business development
* Supported Director to over 115% of goal in 2011 on a $3m target in the declining financial services industry
* In 1H 2012, managed a $2.5m portfolio, performing at over 100% of goal in a coverage role
* Promoted to Associate Director in Middle Market practice in June 2012
* Hit truncated annual goal in 2H of 2012
* 115% new business growth in 2013
* Helped Chief Sales Officers implement “Challenger Sale” strategy among other CEB Sales Best Practices

**PROFESSIONAL DEVELOPMENT & SKILLS**

**PROFESSIONAL DEVELOPMENT**

* Root Cause Analysis course at CEB
* SNI Negotiations Training
* Consultative sales training through Miller-Heiman
* Involved in Pro Bono consulting through corporate partnership with non-profits Ashoka and NFTE
* Selected for CEB’s Volunteer Fellowship Program
* 8-week Marketing Technology upskilling through Techstars-backed venture program

**SKILLS**

* MS Office Suite including Excel, Word, PowerPoint
* Graduate-level statistics
* Content management - Blogging, website management, writing, editing, layout, publishing software
* Social Media –Twitter, Facebook, LinkedIn
* Content Marketing
* HTML
* Salesforce

**EDUCATION**

### Georgetown University Washington DC

### MBA (Class of 2023)

### Activities: Entertainment & Media Association VP, South Asian Business Association, Entrepreneurship Club, Dean’s List (Spring 2021, Summer 2021)

### University of Connecticut Storrs, CT

### B.S. Resource Economics (Class of 2010)

### Senior Thesis: “Big Food? Comparative study of a corrupt food industry to ‘Big Tobacco’”