

Kreetysing Beeharry

✉ kreetysing.beeharry@gmail.com 📞 59495857 📍 Quartier Militaire, Moka

Profile

Delivered high-quality digital content and communication across luxury hospitality, travel, and media sectors, strengthening brand identity and consistency. Contributed to website content, newsletters, social media campaigns, and marketing materials in English and French, improving audience engagement and clarity of messaging. Developed website content, newsletters, social media campaigns, and promotional assets while collaborating closely with designers, developers, and editorial teams. Effective in delivering creative, precise, and engaging communication that conveys brand values.

Education

Bachelor Degree in communication Jun 2009 – May 2012
CMR Institute of Management and Media Studies, Bangalore, India
Courses in Communication and Journalism, Psychology under ICCR Scholarship scheme

School Certificate and Higher School Certificate Jan 2002 – Nov 2008
Hindu Girls' College, Curepipe, Mauritius

Employment

Digital Content Coordinator Dec 2024 – Present
The Luxurist (HBX Group)

- Contributed to shaping the brand's luxury image through refined website content and visuals.
- Developed interactive digital guides and walkthroughs to improve user engagement.
- Collaborated with developers to optimise CMS functionality and streamline content publishing.
- Delivered digital marketing assets including blogs, emailers, flipbooks, and itineraries aligned with brand tone.
- Maintained brand consistency across bilingual marketing materials and internal communications.

Translator & Creative Copywriter Jun 2022 – Oct 2024
Mari Deal Ltd

- Produced multilingual campaign content that increased audience engagement during seasonal promotions.
- Managed weekly newsletters, including audience segmentation, content formatting, and performance reporting.
- Developed social media and digital ad copy for Meta, Instagram, LinkedIn, and YouTube campaigns.
- Coordinated with graphics, marketing, and media partners to ensure consistent brand messaging.
- Localised website content into French while preserving brand

Skills

Brand Communication & Storytelling

Digital Content Strategy
(Meta Ads Manager, Pushwoosh, Google analytics)

Bilingual Copywriting (English & French)

Website & SEO Content Management (ProductFruit app)

Email Marketing & CRM (Mailchimp, Flipbook)

tone and emotion.

- Contributed to improving customer journey content in collaboration with UX designers.

Translator and Student Mentor (French)

Jun 2020 – Mar 2022

Texila Education Global Holding

- Delivered academic and marketing content tailored to multilingual audiences.
- Provided bilingual voiceovers for promotional and marketing videos.
- Coordinated student communications, virtual sessions, and academic updates via ERP and Moodle platforms.

Web Team Editor

Oct 2019 – Mar 2020

Media Temple Ltd

- Led content planning and task assignment for NGO and corporate websites.
- Developed digital content strategies to strengthen online presence.
- Partnered with designers to align written content with visual storytelling.

Reporter/Presenter

Apr 2019 – Sep 2019

Mayfair and Purely Communications Ltd

- Presented live and recorded news and weekly programs for national radio audiences.
- Delivered cultural and sports content designed to inform and engage listeners.

Journalist & Executive Assistant

Apr 2013 – Nov 2017

La Sentinelle Ltd

- **Journalist (2016–2017):** Produced print and digital news features for national publications, covering Pg Région, Pg Vous, and digital platforms (lexpress.mu). Conducted interviews, verified facts, and ensured accurate, engaging storytelling for both online and print audiences.
- **Assistant to Integration Editor (2015–2016):** Coordinated editorial workflow, managed article planning, and assisted in content integration across multiple publications.
- **Executive Assistant to Director of Publications (2013–2015):** Managed communication and administrative tasks for the director, coordinated internal projects, and ensured smooth editorial operations across print and digital platforms.