

Shahala Thahir

Media · Community · Brand Storytelling

+91 79949 53799 · shahalathahir14@gmail.com

shahalathahir.com · [LinkedIn](#) · [Instagram](#)

SUMMARY

Storyteller and marketing professional with four years across brand storytelling, content marketing, community building, creative strategy and product growth.

SKILLS & EXPERTISE

Brand Storytelling · Content Strategy · Editorial & Scriptwriting · Hosting & Moderation · Community Building
Creator & Influencer Marketing · Performance Creative · Social Media · Events & Partnerships · Employer Branding

PROFESSIONAL EXPERIENCE

OpenHearing

Apr. 2026 – May 2026

Founder's Office – Product & Growth

Bengaluru, India

- Worked directly with both founders across product and business expansion as the only non-tech hire in a 10-member team.
- Led onboarding of Beltone Group clinics through sessions of 50–100 participants, running demos and guiding teams through adoption.
- Partnered with the tech team on a customer experience portal for 100+ clinics with a 24-hour resolution turnaround, owned escalations end-to-end.
- Ran discovery conversations with audiologists, created product videos and customer-facing brand assets.

myHQ

Dec. 2024 – Mar. 2026

Content Marketing & Creative Strategy

Bengaluru, India

- Led B2C content marketing and creative strategy across five workspace products, from On-Demand and Virtual Offices to Managed Offices and Commercial Leasing.
- Built and ran the influencer program with 80+ creators on an INR 60L annual budget, owning identification, negotiation, creative direction and performance, cut average CPV from INR 2 to INR 0.5, with viral campaigns as low as INR 0.1.
- Built the performance creative engine from scratch, shipping 25–30 ad videos a month on an INR 5–6L budget across 4–5 agencies, from scripts and storyboards to casting, shoots and final edits.
- Owned Instagram strategy across vox pops, humour and storytelling formats, drove partnerships with brands, founder communities and startup ecosystems.

Jungli, The Nomad Village

Sep. 2024 – Nov. 2024

Community & Kitchen Operations Volunteer

Dandeli, Karnataka

- Took ownership of kitchen operations with a long-tenured local team, introducing sourcing, inventory and self-service systems that cut workload and wastage and hosting cultural exchange around Indian food for an international nomad community.

Jumbotail

Mar. 2023 – Mar. 2024

Marketing Communications Specialist | Storyteller

Bengaluru, India

- Worked directly with the CEO as the dedicated brand and storytelling function, establishing Jumbotail's brand voice, narrative and communication philosophy from the ground up.
- Conceptualised, hosted and moderated all-hands, leadership conversations and panel discussions, driving employee engagement and employer branding.
- Led the company's LinkedIn presence and creative direction for brand assets, created content for the in-app platform serving kirana owners.
- Selected as one of 12 employees for the Graduate Leaders Program, a leadership development initiative led directly by the CEO.

Intern, Marketing Communications

Jul. 2022 – Feb. 2023

- Built foundational skills in copywriting, content strategy, hosting and community building.

EDUCATION

IFIM Business School

Bengaluru, India

Bachelor of Business Administration (BBA), Business Management & Marketing

May 2020 – May 2023