

Puja Asopa

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PROFESSIONAL SYNOPSIS

- Communications specialist with outstanding editorial and writing skills; skilled in story-telling and brand building
- Professional experience of 14 years with a proven track record of performing consistently in different business and cross-functional environments and securing participation from stakeholders; five years of leadership experience
- Well versed in devising multi-media campaigns and leading work in internal and external communications, content, events, digital and social media, visual design, film making, PR, CSR, and employee engagement
- Experienced in global, strategic and crisis communications and working in tandem with senior leadership
- High-energy individual with a strong sense of ownership; persistent, passionate, courageous and willing to experiment with new ideas; progressive leader allowing for creativity to flourish and encourage learning
- Organized, enthusiastic, detail-oriented, and reliable self-starter who can strategize and prioritize effectively

EDUCATION

MA, Integrated Marketing Communications, Emerson College, Boston, USA, 2004

MBA, Marketing Management, Gujarat University, Ahmedabad, 2000

BBA, Marketing Management, Sardar Patel University, Anand, 1998

PRIMARY WORK EXPERIENCE

GM - Corporate Communications, *CADILA PHARMACEUTICALS LTD.*, Ahmedabad, 8/2017 - current

AGM - Corporate Communications, *CADILA PHARMACEUTICALS LTD.*, Ahmedabad, 10/2016 - 8/2017

Cadila Pharma is one of India's largest privately held pharma companies with subsidiaries around the globe

- As the function lead, manage a team of 13 professionals providing service to Cadila's SBUs, support functions, and group companies in different industry verticals for their varied communication needs
- Revamped the entire internal communication with meaningful campaigns and consistent, concise communication
- Led a complete overhaul of the in-house magazine with high quality content and design; serve as Editor
- Designed and executed a transformation activity project for process driven restructuring in Design Studio
- Play a key role in creating vibrancy amongst 9000 employees; work closely with HR to drive awareness programs
- Successfully set up and manage a cross-functional employee engagement task force across 7 locations to execute planned annual activities including sports, high tea interactions with leaders, festival celebrations, etc.
- Introduced several innovations and new initiatives like High Tea with a Leader, Mr & Ms Cadila, Cadila's Got Talent, Cadila Stock Exchange, Rain Dance, etc.; increased visibility of 'Corp Comm' within the organization
- Plan and oversee internal and external events like Foundation Day, Budget Meet, iamicon, Vibrant Gujarat, etc.
- Manage digital communications including websites, film making, social media and media relations
- Create effective corporate collaterals with a coherent identity; manage stakeholder expectations
- Work on premium writing projects; support Chairman's communication to external entities; oversee CSR activities

Communications Manager, *AHMEDABAD UNIVERSITY*, Ahmedabad, 1/2014 - 9/2016

Ahmedabad University (AU) is a private, non-profit university founded by Ahmedabad Education Society

- Set up the communications function and developed a unified approach to brand building for the university
- Developed a comprehensive Brand Manual and led design work on logos and signage
- Created and delivered targeted print, outdoor, and digital advertising campaigns with better ads and cost effective media selection; introduced digital spend through Google, Facebook, education portals, etc.
- Developed content and improved the overall output of annual report, brochures, newsletter, etc.
- As the function head, worked closely with the senior management and managed press, events, sponsorships, branding, merchandise, and communication to key stakeholders from the Chairman's office
- Created a core identity on social media bringing students, faculty, staff, alumni, etc. together

Content Creator, Developer and Editor, FREELANCER, 9/2012 - 12/2013

- Worked as a freelancer for clients in India and abroad on brochures, articles, academic papers, reports, SOPs, etc.
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Senior Manager- Sales, SPORT18, NETWORK18 MEDIA AND INVESTMENTS LTD., Mumbai, 12/2009 - 1/2011

Sport18 was a full-fledged sports solutions provider in India with its footprint across multiple sports

- Helped provide solutions to India's leading brands by developing sporting properties, events, sponsorship concepts, alliances and branding opportunities; created and marketed special on-air properties on Network18 channels
 - Ensured execution of deliverables viz. TV, Print, outdoor, on-ground branding and activations, Internet, and Radio
 - Brought on board new clients like L'Oreal India, Bisleri International, and Go Airlines
 - Core member of the team which conducted India's first international and Asia's largest cyclothon - BSA Hercules India Cyclothon (Mumbai, Delhi, Chandigarh, etc.); also worked on Aircel PGT I, Sunfeast World 10K, etc.
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Marketing Manager, Auto Division, ELECTROTHERM (INDIA) LTD., Ahmedabad, 8/2008 - 4/2009

Electrotherm, maker of 'YObykes' is India's first electric two-wheeler company

- Built the foundation for institutional sales; from non-existent sales helped rake in sales of 150 YObykes in 5 months
 - Provided country leadership to senior regional managers; conceptualized and directed the design of innovative marketing kits; in less than 6 months, increased media coverage by almost 50%
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Programme Officer, CENTRE FOR ENVIRONMENT EDUCATION, Ahmedabad, 10/2007 - 3/2008

CEE is a non-profit institution working for the environment and sustainable development

- As part of the Conference Secretariat for the 4th International Conference on Environmental Education, raised funds in 5 weeks from corporations and the government for the 8 day forum of 1500 participants
 - Created a city map and brought in a sponsor for it; managed PR, exhibition, newsletters and other communication
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Senior Account Manager, INDIA NEW ENGLAND, Greater Boston Area, USA, 6/2005 - 3/2007

INE is a South Asian publication in the New England area

- Highest performer contributing 40% of the advertising revenue in a 3 member team; garnered event sponsorships
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Development Executive - Times Response, BENNETT, COLEMAN AND CO. LTD., Ahmedabad, 8/2000 - 8/2002

The Times Group is the largest media services conglomerate in India

- Generated hard-sell advertising revenue through special features; recognized as a Star Performer of the team
 - Managed 'Fashion Times' profitably; launched 'ET Gourmet' as a feasible product in *The Economic Times*
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OTHER WORK EXPERIENCE

Communications Coordinator, TV, RADIO, FILM DEPT., WERS Radio station, Boston, USA, 10/2002 - 2/2004

Media Associate and Copywriter, SOBHAGYA ADVERTISING, Ahmedabad, 11/1996 - 6/1997

Content Creator, BUSINESS SERVICES JOINT, Ahmedabad, 1996

COMMUNITY WORK

Reporter, Auroville Radio, Auroville, 12/2011

Auroville Radio is a not-for-profit radio station in the Auroville township near Pondicherry

As a reporter, covered a variety of events and conducted interviews with artists, educationists, and dignitaries

Member, Club of Youth Working for the Environment, Ahmedabad, 1998 - 2001

CYWEN was a youth group at Centre for Environment Education working on urban environment issues

- Presented a paper at IDEA's 'Youth and Democracy' symposium in Sweden attended by over 100 activists from 70 countries, functioned as a panel rapporteur and was interviewed by BBC Radio and the Indian press
 - Conceptualized and executed a project promoting eco-friendly alternatives to plastic bags in Ahmedabad
 - Co-organized several events like *Enviro-Quiz* and *Puppet Shows* and drove recruitment up by 50%
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