

# Abhishek Mazumdar

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**Domain:** Corporate Communications | Brand Management | Public Relations | Digital PR | Advertising | Corporate Branding | External Communications | Sustainability Branding and Reporting



## Profile

A results-driven branding, advertising, and public relations professional with a deep passion for delivering excellence currently working in a prominent role with India's foremost Infrastructure conglomerate.



## Education

04/2012 – 04/2014 AHMEDABAD, INDIA

**Post Graduation in Marketing & Branding**  
**Shanti Business School**

04/2008 – 04/2011 AHMEDABAD, INDIA

**Bachelor of Commerce**  
**New L J Commerce College**

06/2007 – 04/2008 AHMEDABAD, INDIA

**Commerce | 12th**  
**NR Secondary and Higher Secondary**

06/2005 – 04/2006 AHMEDABAD, INDIA

**10th**  
**NR Secondary School**



## Work Experience

04/2021 – PRESENT AHMEDABAD, INDIA

**Deputy Manager- Corporate Communications**  
**Adani Group**

- Collaborated with top media and branding agencies for impactful PR and brand campaigns, while overseeing group reputation management.
- Orchestrated internal and external communication platforms to safeguard and elevate Adani Group's corporate reputation.
- Cultivated media relationships, crafted press releases, tracked news, and optimized content output to strengthen brand development.
- Developed engaging content for newsletters, brochures, marketing collateral, and dashboards.



## Work Experience

- Oversaw senior management speeches and effectively communicated them to key stakeholders.
- Acted as a central point of contact, coordinating with colleagues in Branding, Advertising, Marketing, and Business Unit Communications for internal and external projects.

04/2019 – 03/2021 AHMEDABAD, INDIA

**Assistant Manager- Corporate Communications**  
**Adani Group**

- Maximized brand visibility and mileage through strategic management of corporate branding.
- Created unique identities for sub-brands and aligned them with their specific requirements.
- Developed compelling content for PR purposes and for highlighting key developments within the group and its verticals.
- Orchestrated film productions, photo shoots, and photo stories to effectively communicate key messaging.
- Ensured adherence to brand guidelines across all platforms and touchpoints.
- Collaborated with news channels and platforms to create impactful brand stories and achieve optimal outcomes.
- Conducted research and analysis on story development, brand reporting, and news tracking.

02/2016 – 03/2019 AHMEDABAD, INDIA

**Executive- Corporate Communications**  
**Adani Group**

- Successfully contributed to high-profile projects, such as NGC Megastructures, corporate films, and annual reports for listed companies.
- Demonstrated expertise in brand management and public relations, ensuring effective communication and reputation management.
- Simultaneously broadcasted results to reach wider audiences and stakeholders.
- Spearheaded business communication efforts across various verticals.
- Played a key role in developing and launching new



## Work Experience

brands, including Defense, Solar, Capital, Green Energy, and Electricity.

07/2015 – 01/2016 AHMEDABAD, INDIA

### Sr. Client Servicing Executive Radiant Media Convergence

Instrumental in account planning, strategy, and solutions, fostering client relations and driving business development.

03/2014 – 06/2015 AHMEDABAD, INDIA

### Marketing Executive U & I Interiors Pvt. Ltd

Generated cost-effective leads through strategic marketing campaigns, digital marketing, brand management, agency relations, and business development.

03/2013 – 04/2013 AHMEDABAD, INDIA

### Summer Internship Triton Communications

Conducted brand and marketing research, performed on-field analysis, and developed impactful business presentations and client servicing communications.

03/2012 – 05/2012 AHMEDABAD, INDIA

### Sales Executive Cargo Ford Motors

Sales for Ford motors, Ford Figo. Showroom experience to outfield projects, helping in driving the sales volume for the showroom.

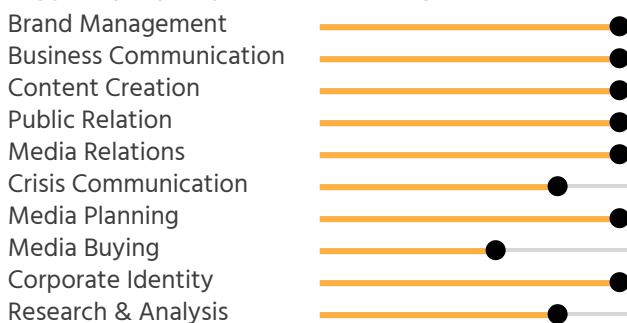


## Skills

### ~ LANGUAGES



### ~ COMMUNICATION AND BRANDING



## Achievements

- Consistently received spot recognition on five



## Achievements

separate occasions for outstanding performance.

- Earned special recognition for exemplary work during the Covid-related initiatives.
- Pioneered and ideated the cultural fest "Baudhika" at Shanti Business School.
- Ranked among the top 10 in Electrolux Kelvinator essay writing in Gujarat during school years



## Certificates

05/2020

### Digital Media and Marketing Principles Coursera

Credential ID 2LK3U4MT795S

04/2020

### Digital Analytics for Marketing Professionals: Marketing Analytics in Theory

Credential ID 4J8W428BZ9XE

04/2020

### Marketing in a Digital World

Credential ID HX66QSUQWAL8

04/2012

### Project Management Shanti Business School



## Hobbies



Getting lost in a  
documentary



Feeling the  
music



Football



Cricket