

SOUMI DAS

CONTACT



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CORE COMPETENCIES



Marketing & Corporate Communication
Brand Management
Public Relations & Media Management
Crisis Management
Campaign Management (ATL / BTL)
Event Management
Social & Digital Media Marketing
Reputation Management
Employer Branding & Thought Leadership

EDUCATION



- Executive MBA, Marketing Management from Narsee Monji Institute of Management Studies
- Master of Arts, Journalism & Mass Communication from University of Calcutta

CERTIFICATIONS



- Communication Strategies in the Virtual Age from University of Toronto
- Digital Journalism – Reuters
- Digital Marketing – Google
- Design Bootcamp – Canva
- Compassionate Integrity Training - UNESCO MGIEP

SOFT SKILLS



Communicator
Problem Solver
Decision Maker
Collaborator
Team Player

OBJECTIVE



Dynamic marketing and communications professional with a decade of extensive experience in corporate relations, strategic communications, and brand management, targeting roles in **marketing communications, external and internal communications, crisis handling, media and public policy advocacy, thought leadership, creative content creation, public relations, and corporate branding** within innovative organizations.

PROFILE SUMMARY



- Performance- driven professional with over a decade of experience in the marketing and communications domain, specializing in **corporate communications, public relations, and strategic brand management** across diverse industries.
- Excellence in **creating new & improved communication methods** for entire concepts, stories and messaging for both external and internal key events/activations/campaigns.
- Developed a comprehensive skill set encompassing **campaign strategy, digital marketing, and content creation**, complemented by a strong foundation in project management and stakeholder engagement, ensuring successful execution of marketing initiatives.
Communications expert in driving **thought leadership** through mass media, building personal branding on social media, and training leadership in storytelling for public speaking.
- Rich experience in **directing corporate communications and public relations activities** (including print & electronic media outreach strategies and public speaking engagements) for maintaining a positive public image of an organization.
- Possesses in-depth knowledge of **omni-channel storytelling techniques**, enabling the creation of compelling narratives that resonate with target audiences and enhance brand positioning.

WORK EXPERIENCE



Global Corporate Communications Lead | Sterlite Technologies Ltd. | Pune, Maharashtra | June 2023 – Present

Responsibilities:

- Leading the global public relations and media relations initiatives within the Marketing & Communications department, ensuring alignment with corporate objectives and brand messaging.
- Coordinating high-profile events, managing vendor relationships, and overseeing logistics to ensure seamless execution of corporate events and media engagements.
- Conceptualizing and implementing corporate communication strategies for enhancing the corporate image; structuring the overall media strategy and implementing various media activities
- Cultivating relationships with internal stakeholders across various departments to promote thought leadership and facilitate effective communication during company townhalls.
- Engaging and Interacting with cross functional employees for internal events, activities and interviewing them for Employee Stories “Know Thy STler” for the Intranet and Social Media.
- Understanding technical concepts to creatively present for customers in interesting format for STL Stories.
- Developing and implementing international media campaigns, analyzing performance metrics, and preparing comprehensive ROI presentations to assess campaign effectiveness.
- Spearheading the overhaul of customer segmentation, brand positioning and communications strategies that helped the brand to connect more emotively to consumers and increase loyalty
- Overseeing key deliverables for major industry events, including India Mobile Congress 2023, Connected Britain 2023, and FTTH Berlin 2024.
- Facilitating the strategic communication process to leverage the benefits and strengths of multiple communication resources supporting the overall corporate objectives.

Marketing & Communications Lead | Varroc | Pune, Maharashtra | May 2022 – May 2023

Responsibilities:

- Successfully managed and motivated a team of 12 marketing professionals, driving significant improvements in brand exposure and sustainability in a competitive automotive market.
- Planned and delivered multiple high-impact marketing campaigns and technology shows in collaboration with top automobile brands, significantly enhancing brand recognition and market share.
- Spearheaded the end-to-end execution of the Auto Expo 2023 - Components event for Varroc Group at Pragati Maidan, New Delhi, achieving exceptional results in brand visibility and industry engagement.
- Recognized with two prestigious awards from Varroc and ACMA for outstanding project management and successful execution of large-scale events, showcasing excellence in planning, coordination, and delivery.
- Implemented comprehensive digital marketing strategies, leveraging social media platforms to engage target audiences and drive brand awareness.
- Conducted market research and analysis to identify emerging trends and opportunities, informing strategic decision-making and campaign development.
- Managed the production of high-quality marketing collateral, ensuring alignment with brand guidelines and messaging.
- Collaborated with cross-functional teams to develop and execute integrated marketing communications plans that support business objectives.

Communications Manager | Teach For India | Pune, Maharashtra | August 2021 – April 2022

Responsibilities:

- Designed and implemented a national communication strategy aimed at enhancing brand visibility and engagement across various platforms.
- Managed the planning and execution of national-level events, ensuring comprehensive coverage and effective stakeholder engagement.
- Developed and executed digital campaigns and social media marketing strategies to promote organizational initiatives and increase community involvement.
- Led a team of communication associates, fostering collaboration and creativity in developing marketing communications that resonate with target audiences.
- Engaged with internal and external stakeholders to ensure alignment of communication efforts with organizational goals and objectives.
- Created and managed ATL and BTL marketing communications, ensuring consistency in messaging and branding across all channels.
- Conducted regular assessments of communication strategies to identify areas for improvement and implement best practices.
- Developed and directed brand ad films and social media reel content, with expertise in conceptualizing, scriptwriting, production, and post-production of video content for the brand.

Program Leader | Piramal Foundation | Hybrid, India | February 2018 – August 2021

Responsibilities:

- Developed and executed corporate communication strategies for the education sector, enhancing brand visibility and stakeholder engagement.
- Designed and implemented training programs focused on 21st-century skills, delivering seminars, webinars, and focus group discussions to empower youth.
- Collaborated with top higher education institutions across India to facilitate youth leadership training and mentorship programs.
- Managed stakeholder relationships, ensuring effective communication and collaboration with internal and external partners.
- Developed high-quality communication materials and led the creative team in producing brand collateral for both ATL and BTL marketing communications.
- Conducted regular assessments of communication strategies to identify areas for improvement and implement best practices.
- Collaborated with media representatives and government officials to develop public policy advocacy strategies. Worked closely with district and state government officials, as well as Niti Aayog representatives, on initiatives for the Aspirational Districts Program.
- Led a groundbreaking event during the COVID-19 pandemic to introduce a communication strategy tailored for the virtual era. Successfully implemented this strategy for two ongoing projects in collaboration with state government and corporate partners.

Digital Marketing Manager | Naturoveda Group | Kolkata, West Bengal | September 2016 – January 2018

Event Manager | Showmakers | Kolkata, West Bengal | 2015 – 2016

Public Relations Executive | Maa Shankari Pictures | Kolkata, West Bengal | 2014 – 2015

PERSONAL DETAILS		
Address	:	Pune, Maharashtra
Date of Birth	:	09 th May 1993
Languages Known	:	English, Spanish, Bengali and Hindi