

## HETAL SHAH

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### 12 YEARS OF CAREER CONSPECTUS

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- A Corporate Communications and integrated Marketing Specialist with a strong **track record of ZERO negative stories**.
- In-depth expertise across Fintech, Lifestyle, Entertainment, Fashion, HR, Travel, and Education brands.
- Regions – India, UAE, Oman and Singapore

### PROFESSIONAL EXPERIENCE

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#### PayMate India Ltd

Mumbai

##### AVP – Corporate Communications & Integrated Marketing

March 2018 – December 2023

- Corporate & Crisis Communications
  - Strategy planning and implementation of PR campaigns with external consultancies.
  - Educating sector-specific journalists about the B2B payments landscape and the company's offerings, resulting in over 876 positive news stories over 5 and half years; including the Economic Times front cover page story for PayMate appeared on Oct 12, 2023.
  - Achieved a share of voice of 47% in terms of PayMate stories being published when compared to competitors.
- Integrated B2B Marketing
  - Creation and implementation of curated B2B Marketing strategies and campaigns targeted towards the company's target audience (TG). For example - custom sessions for large corporates on commercial card solutions, closed-door roundtable discussions with CFOs, periodical analyst briefing sessions that resulted in organic company and product mentions, and on-ground marketing campaign partners.
  - Showcased thought leadership and product capabilities at industry conferences across markets.
  - End-to-end content creation for all marketing collaterals and official PR communication.
  - Identification and submission of awards entries with a win count of 9 so far.
  - Organic SEO and Social media management during 2018-2022
- Received a Letter of Appreciation from the Founder and CEO in Oct 2021.

#### Cashless Technologies India

Mumbai

##### Public Relations & Social Media Officer

January 2017 – February 2018

- Corporate Communications – Launched BHIM Enablement Service and a product offering for NGOs.
- Social Media - Creation and management of company accounts on social media platforms.
- Brand Marketing - Developed and implemented brand marketing initiatives in line with sales teams.
- Content creation for all of the above.

#### Communicate India

Mumbai

##### Assistant Account Director

June 2016 – December 2016

- *Saifee Hospital & Peninsula Land Ltd* - Part of the core team that bagged the account and devised creative public relations strategies & implementation
- *Future Group* - Work with the agency's PR and Social Media teams towards synchronized communications and aligned the team to secure speaking opportunities at HR conferences and leading educational institutions. Lead the teams towards a successful Ground Zero initiative
- *Metropolis Healthcare Ltd.* - Part of the core team to bag the client's corporate account and led the team to secure media opportunities for research analysis on diseases such as diabetes, obesity, etc. in Tier I cities

#### Genesis Burson-Marsteller

Mumbai

##### Consulting Associate

June 2015 – June 2016

- *Tourism New Zealand* - Key member in planning and executing the Influencer Programme with Brand Ambassador Sidharth Malhotra that generated a national media output worth NZD 4,500,000 PR value in a short span of 20 days in October 2015. The campaign won two awards - 'Brand Development Campaign of the Year (Service) Gold' and 'South Asia PR Campaign of the Year Bronze' at PR Week Asia Awards 2016. Planned and executed of International Media Programme throughout the year.
- *Education New Zealand* - Organized In-market activations for various sports scholarship students across key markets, generating a media output worth NZD 1,034,739 PR value. Created engagement opportunities for the brand ambassador Stephen Fleming. Led a successful first-of-its-kind fashion event 'Runway to New Zealand' in association with FDCl in Delhi with key education, lifestyle and fashion journalists. Plan familiarization trips with key journalists to various New Zealand institutions

- *Cartoon Network* – Ideated and executed pro-bono brand partnerships for the channel with properties such as Kala Ghoda Arts Festival and Mumbai Fire Brigade.
- *The Times of India Film Awards 2016* - Work closely with the digital team to break news stories. Planned and led a smooth Media FAM trip to Dubai for journalists from key media houses. Explored pro-bono partnership with MissMalini to host the red carpet.
- *Piaggio Vehicles Pvt. Ltd.* - Launched India's first Vespa 150cc scooters in Mumbai and India's first MotoPlex store in Pune. Positioned the brand in the lifestyle category other than auto. Worked closely with the PR agency in Nepal to launch the brand
- Received a 'Job Well Done' certificate for gaining the confidence of all my clients in a short span of time

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## Brillante Communications

**Founder**

February 2013 – March 2015

- Client acquisition and servicing end-to-end PR campaigns for:
  - The book titled 'Finding Arun' by Marisha Pink & 'The Connected Age' by late Mr Sudhakar Ram, Managing Director & Group CEO, Mastek
  - Cold-pressed Juice named 'JusDivine'
  - Organized a press conference for the Qutbuddin brothers in two days and secured coverage in all leading dailies
  - Corporate Communications for Banyan Tree Events

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## PR Pundit

**Consultant**

**Mumbai**

May 2011 – November 2012

- *NDTV GoodTimes and Networks* – Secured front page outreach in leading newspapers for the channel's milestone events such as NDTV Greenathon, Business Leadership Awards, Mark for Sports, amongst others along with regular shows.
- *Fossil INC – Watches by Fossil, DKNY, Michael Kors, Emporio Armani and Burberry* - Established strategic tie-ups with media houses on part and full barter with media houses, blogger and influencer engagement programs and distinctive product placements in traditional and online media.
- *Others:*
  - Bagged the account of Sahara TV for the company and put together a dedicated team to service it
  - Led a breast cancer awareness campaign for Zoya Akhtar's documentary
  - Assisted in the launch of an art gallery Galerie Isa

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## IPAN Hill & Knowlton

**Associate**

**Mumbai**

September 2010 – February 2011

- *Sony Entertainment Television* - Lead resource for all PR outcomes for fiction shows of the channel across the country

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## Vitcom Consulting

**Management Associate**

**Mumbai**

November 2009 – August 2010

- *Imagine TV* – Media outreach and media relations, content writing, strategy planning and implementation of all shows with entertainment and business media personnel

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## EDUCATION

### City University - PASS

*Masters of Arts (MA) in International Broadcast Journalism*

**London**

2009

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### Lala Lajpatrai College, Mumbai University [64%]

*Bachelor in Mass Media*

**Mumbai**

2008

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### B.R.F.D Panday Girls High School [68%]

SSC

**Mumbai**

2003

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## REFERENCES

Sonali Parab, Founder, Ka Kha Ga  
How do I know her - Reporting Manager at Vitcom Consulting  
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