

# Renisa D'Souza Cardoza

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- **Integrated Marketing Communications and Research Consultant with 7+ years experience**
- **Strong in Corporate, Public Affairs, B2B, Pharma, Health, FMCG, Consumer, Technology, Real Estate and CSR sectors**

## WORK PROFILE & SKILLS

### External Communications

| Corporate Profiling | Brand Positioning | Category Cultivation | CSR | Crisis Communications | Issues Management

| Public Affairs & Advocacy | Policy & Regulatory | Leadership Profiling

### Internal Communications

| Corporate, Brand & Industry Updates | Knowledge Management | Intranet

| Newsletters | Employee Engagement | Corporate Speeches | Annual & Company Reports | Database & Information Management

### Content Development

| Storytelling | Content Research & writing | Creative designing | News releases |

Press notes | Articles | Editorials | Pitch notes | Website | FAQs | Backgrounders | Factsheets | Info-graphics | Advertorials | Briefing books | White Paper Reports | Presentations

### Digital Marketing

Social Media Strategy & Management - Twitter, Facebook, LinkedIn, YouTube, Instagram, Snapchat, Emails | Blogger engagement | SEO | SEM | E-commerce | Influencer Marketing | Content Marketing | Google Analytics for Enhanced Marketing (Digital Vidya Certification)

### Media Intelligence

National, International & City media relations | Media Profiling of leadership, global experts, stakeholders and HNIs | Media trainings | Media Strategy

### Research & Data Analysis

Market Research | Consumer survey | Perception Audits | Media Analysis

| Data mining, interpretation and presentation | Statistical Analysis | SPSS | SAS | Research Reports

### Stakeholder Engagement

Stakeholder Mapping & Cultivation | Corporate Partnerships and

Engagements | Investor Relations | Community Relations & Engagement | Spokesperson Profiling

### Consultancy Expertise

Client Servicing, Counseling & management | 360 marketing communications | Business Strategy and Development | Project management | Accounts Management | Team Management | Vendor Management | Media Buying | Advertising (ATL, BTL)

### Event Management

Campaign Planning & Execution | Media briefings | Press conferences | Roundtables | One-on-ones | Summits | Conclaves | Awards | Workshops | CMEs | Media FAM Trips | Celebrity or Brand Ambassador | Speakers | Jury | Awards | Conferences | Sponsorships | Exhibitions | Forums

### Computer and IT

MS Powerpoint | MS Excel - NIIT Certification | MS Access | C | C++ | JAVA | SQL | Perl | Python | HTML | XML | MATLAB (IEEE) | Database & Informatics

## QUALIFICATIONS

### PGD Business Administration Marketing (Grade A)

- 2013 (Symbiosis University)

### M. Tech Bioinformatics with Bio, Statistics, IT (Grade A)

- 2010 (Dr. D.Y. Patil University)

### BS Biotechnology with Statistics – 2008 (Mumbai University)

## PERSONAL ATTRIBUTES

- Skilled communicator, persuasive and adaptable
- Resourceful, Research-driven, analytical and detailed
- Goal-directed, results-oriented, proactive and time-bound
- Versatile, smart, multitasker, innovative and creative
- Professional, personable and articulate
- Ability to work independently and in a team

## PERSONAL ACHIEVEMENTS

- Best team at Vogue, Mood Indigo - IIT Bombay National Level
- Best team in Yoga - Mumbai University
- Best Personality and Best Student awards – College Level

## PROFESSIONAL EXPERIENCE

### 'Account Manager' at [MSLGROUP India \(Publicis Groupe\)](#) (Feb 2015 till date)

**Clients & Projects:** Pfizer, Abbott, Dr. Reddy's, Merck, Boehringer Ingelheim, West Pharma, PD Hinduja Hospital, Malaria No More

#### Significant Achievements:

- Exchange4Media IPRCCA - Strategic PR Campaign - Abbott Freestyle Libre Pro Launch
- iQube Ambassador for Strategic Communications
- Maestro Best Performing Team of the Year 2015
- Maestro Strategic Campaign of the Year 2015
- Maestro Business Development Team of the Year 2015
- Star Performer
- National Media Research and data analysis was well-appreciated by Malaria No More and was applied for devising Business strategy

### 'Senior Account Executive' at [Adfactors PR](#) (Jan 2014 – Feb 2015)

**Clients:** Wockhardt, Ferrero Rocher, Racold, Abbott, Aster DM Healthcare, USV, Indian Brand Equity Foundation, L H Hiranandani Hospitals

#### Significant Achievements:

- CSR Campaign nominated for SABRE and Abby Awards –World Peacekeepers
- CEO of LH Hiranandani Hospitals appreciated the Corporate Women Health Report
- Wockhardt Foundation – CEO & Senior management appreciated the Media mileage

### 'Senior Account Executive' at [Edelman India](#) (Dec 2011 – Jan 2014)

**Clients:** OPPI, Abbott, Pfizer, Sanofi, Merck, Roche, LifeCell, Zespri, Colgate, PhRMA, Mylan, Astrazeneca, Quintiles, Medtronic, SC Johnson, J&J, Janssen, Menarini, Heinz, Best Foods, Smile Train, Paramount Farms, Novartis, International SOS, Genzyme, Merial Dosch, Cloudnine Hospitals, American School of Bombay

#### Significant Achievements:

- E2 Edelman Excellence Award
- Received client and stakeholder appreciation for nationwide media and public awareness campaigns in association with global, national and government stakeholders such as United Nations, National Rural Health Mission, Indian Academy of Pediatrics, Indian Thyroid Society, Public Health Foundation of India, Indian Diabetes Federation, Geriatric Society of India, Association of Physicians of India, Federation of Obstetric and Gynecological Societies of India, Research Society for Study of Diabetes in India, Indian Stroke Association

### 'Acc. Exec. & Content Writer' at [ImprimisPR - Perfect Relations](#) (July – Dec 2011)

**Clients:** OPPI, ACRO, BMS, Genzyme, Astellas Pharma, Biogen Idec, CPhI India, Johnson & Johnson, Smith & Nephew, Apollo Hospitals, Becton Dickinson, Stemade Biotech, Dr. Batra's, Wrigley's, EuroKids, IDP Education, IDEA, PayMate, WalMart, ACRECONF

#### Significant Achievements:

- Market and Media Audit & Data analysis for Becton Dickinson was well appreciated
- Content developed for a spectra of clients was well-received by journalists

### 'Junior Research Fellow' at [IIT Bombay](#) (Jan 2010 – June 2011)

**Work Profile:** Bioinformatics/proteomics research and Training projects under the guidance of Dr. Sanjeeda Srivastava (Post Doc - Harvard Medical School).

Extensive use of Wet Lab, Dry Lab and Statistical data analysis & softwares

#### Significant Achievements:

- Nationwide research on Brain Tumor and Malaria
- Part of global, government funded public-domain projects: [VLS](#), [OSCAR](#), [NPTEL](#)
- Published 3 International white papers - Co-author of [Nanotechniques & Proteomics](#) in 'Current Pharmacogenomics & Personalized Medicine' and contributions to '[Proteomic databases](#)' & '[Virtual Proteomics](#)' in Journal of Proteomics

## CAMPAIGNS

- Colgate – Sparkling Teeth, Zero Cavity
- Zespri & Paramount Farms – Nutrition
- Pfizer - Anti-acidity, Pneumonia
- Indian Academy of Pediatrics - National Immunization Schedule
- Wockhardt Foundation - World Peace

- Sanofi - Adult, Juvenile Diabetes & Flu
- Merck - Allergy, anti- counterfeits
- Roche Diagnostics - Safe Blood donation
- LifeCell - Stem Cell Banking & Therapy
- Boehringer Ingelheim – Stroke, Diabetes
- Abbott - Diabetes, Sleep, Gastro Infections, Thyroid, Hepatitis

## INTERNSHIPS

- Human Resources (Talent Acquisition) – [Teach for India NGO](#) (Oct 2011 – Jan 2012)
- Health Journalist & Digital Marketer - [NewzMoner Website](#), SVKM (Oct 2010- Mar 2011)
- Pathology Trainee - Minu Clinical Pathological Lab (May 2007)
- Environment Biotech Trainee - [Rashtriya Chemical and Fertilizers Ltd.](#) (May 2006)