Aparna Bhattacharya

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Content & Public Relation Professional

* Public Relations and Communication professional experienced for 10 years of working in dynamic environments demanding strong technical, organizational and interpersonal skills. Result oriented with proven ability to take charge of a project, identify and resolve problems through effective communication and implementation of distinctive media strategy. Strong journalistic background with analytical understanding of news as well as the political, business and socio-economic environment. Highly proficient in written and verbal communication. Analytical, articulate and diligent. In the coming future, I would like to grow as a professional so that I can sharpen my skills according to the latest international market dynamics.
* Leader of corporate communication & content development team;
  + market research & analysis
  + corporate, brand and product communications
  + creative and graphic design
* Conceptualize and orchestrate supportive marketing campaigns that effectively reinforce and build brand images as well as primary & secondary market research of target markets.
* Expert in the technical, conceptual and content development of sales-driving collateral. Proven ability to drive high marketing campaign and sales response-rates and execute successful product launches.

Skills

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| --- | --- |
| * Market analysis and research * Creative & Graphic design * Marketing Strategies & Campaigns * Corporate Communications * Creative Team Leadership * Product Positioning & Branding * Web & Print Content Development | * Focus Group & Market Research * Development of Training Materials * Sales Collateral & Support * Public & Media Relations * New Product Launch |

Professional Experience

**eRevMax Technologies, Kolkata**

Hospitality Software Product & Services Company with specialization on Revenue & Channel Management

Lead – PR & Content, 2011 - current

Manage marketing and corporate communications functions and public relations. Brand management, PR, media relations, corporate positioning, product launches, advertising/promotions strategies, sales and market analysis.

Role

* Responsible for content development, new concepts and ideas for marketing communication.
* Develop and lead the social media and customer engagement communication for the company
* Develop & orchestrate supportive marketing communication & public relation campaign materials that effectively reinforce and build brand images as well as primary & secondary market research of target markets.
* Research and analysis of market data to develop content for whitepaper, case studies, etc.
* Deliver high marketing campaign and sales response-rates and execute successful product launches and market research.
* Responsible for annual budgeting and marketing plan

Selected Accomplishments:

* Developed and coordinated successful promotional strategies for products.
* Conceptualized and developed catchlines and promotional and corporate campaigns.
* Lead the social media campaign, which saw over 300% rise in Twitter followers and over 200% followers in LinkedIn in 4 months.
* Conceptualized and successfully launched educational webinar campaign.
* Leading the customer engagement campaign.
* Developed the University Partnership programme for the company.
* Designed and constructed product sheets, sales collateral material and presentations that enhanced the sales reps’ understanding of complex product features aided reps in more effective sales results and ability to meet budgets.
* Formed presentations and accompanying material demonstrating market findings, key marketing analytics and demographics, marketing campaigns and brand support in order to gain large contracts
* Designed the market research report by RateTiger EHL Market Research Project – The Distribution Challenge, and assisted Ryan Haynes, one of the authors of the project with analysis, graph, etc.
* Conceptualized and launched infographics for promotional and communication activities.
* Conceptualized and launched two newsletters to generate more leads for the company.

**Vaishnavi Corporate Communications, Kolkata & Delhi**

Leading public relation firm in India

Senior Manager, September 2007 - October 2009

Vaishnavi is one of the leading PR agencies in India. The firm is into Public Affairs and PR Services. I worked primarily for West Bengal Industrial Development Corporation – the nodal agency for bringing in investment in the state and Tata Motors - Singur project. My responsibility was primarily on assessing the political environment and advising the client on the same. Other clients projects handled are CII Indo Africa Summit, Aspen, Travel & Tourism fair and Kolkata Fashion Week.

Role

* Developed and implemented client’s promotional campaigns.
* Being a member of the Tata Motors Singur communication team for reporting of crisis and management of key messages to control balance reports
* Drafted and edited clients press releases and by-line articles to high standard consistent with company messaging and editorial guidelines
* Developed and maintained good working relationships with the media – including local and national newspapers, trade magazines, radio, and television – and company’s spokespeople.
* Responded to inquiries from reporters on clients’ behalf
* Reviewed editorial schedules and managing process to ensure the firm appears in all key features.
* Assisted with organization of press briefings, media training, photography, and press attendance at client seminars.
* Considered as one of the key resource for developing contents like press releases, articles, analytical reports etc.
* Appreciation from clientele and management for smooth execution of projects and managing crisis / mitigating negative publicity

• Recognition as an able doer for showcasing significant abilities and client servicing excellence

Selected Accomplishments:

* Prepare Perception audit for the state, the chief minister and make an analysis of that
* Preparation of publication material, research papers for clients like CII, Aspen, WBIDC and Tata Motors Small Car Project.
* Being a part of the Tata Motors Singur communication team for reporting of crisis and management of key messages to control balance reports on account of the TMC impasse
* Successfully pitched story ideas, interviews, product placements, spearheaded press conferences and media interactions
* Preparation of case studies and white papers for clients like WBIDC and Tata Motors Small Car Project.
* Website plans and content development for WBIDC.
* Drafting Newsletter for the clients.
* Servicing the client(s) while supervising preparation of reports such as weekly activity reports, monthly coverage reports and feedback reports for Client Reporting and Internal account management

**Mutual PR, Delhi**

*Mutual PR is one of the leading PR agencies in India. The firm is into image management. The company also offers solutions to client relating to dissemination of messages/news / brands etc. in the media or relevant target audience.*

Consultant, December 06 - August 07

Analyze commercial market and establish commercial product range. Expand commercial arm of NAI and design sales procedures and client management procedures for department. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral and tradeshow marketing.

Role

* Developed and implemented client’s promotional campaigns.
* Drafted and edited clients press releases and by-line articles to high standard consistent with company messaging and editorial guidelines
* Developed and maintained good working relationships with the media – including local and national newspapers, trade magazines, radio, and television – and company’s spokespeople.
* Responded to inquiries from reporters on clients’ behalf
* Reviewed editorial schedules and managing process to ensure the firm appears in all key features.
* Assisted organizations for press briefings, media training, photography, and press attendance at client seminars.

Selected Accomplishments:

* Created active media campaign for NSAI before an important Supreme Court ruling which went in favour of the client
* Launched Leonardo brands from Dalmia Continental across India.
* Earned commendations from client executives for communication deliverables that targeted desired audiences and articulated the value of products and services

**Zee Business – Kolkata**

*Zee Business is a Hindi Business Channel.*

Reporter, May 2005 - December 2007

As a sole member of the bureau, job responsibilities included Reporting, editing and scripting news stories.

Role

* Research, Reporting & scripting. Guest co-ordination
* Specialized beats include Business & Commodity news and Politics

Selected Accomplishments:

* Covered in Kolkata Corporation election in 2005, Budget 2006 and West Bengal Assembly Election in 2006 Prepare PR Plan for prospective and existing clients
* Weekly shows on Lifestyle and property
* Special human-interest stories on HIV patients, red light area, eunuch, etc.
* Exclusive interviews with eminent personalities like Amartya Sen, Kiran Karnik, Luciano Benetton, Prakash Karat, Pranab Mukherjee

**Akash Bangla – Kolkata**

*Akash Bangla is one of the leading general entertainment channels in West Bengal. The channel has hourly news bulletins as well as a daily special bulletin on international news.*

Copy Editor & Producer, August 2001 – May 2005

Role

* Writing and editing scripts for Akashbarta
* Producing a daily bulletin on international news
* Part of national and international desk.
* In charge of the Kashmir election for the desk.
* A part of Gujarat desk during 2002 riots and election.
* Experience on budget coverage.
* Reported special stories on baby food poisoning, Sundarban, etc.

Technology

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| --- | --- |
| Software: | MS Project, MS Office (Word, Access, Excel, PowerPoint), Adobe Suit – Photoshop /Illustrator, Dreamweaver |
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Education

Calcutta University

Post Graduate in Mass Communication

Ashutosh College, calcutta university

BSc in Economics Honours

Reference

Neha Ginoria – Lead Marketing, eRevMax – 9830700214

Ryan Haynes – Owner, Ryan Haynes Media and Ex VP- Marketing, eRevMax – [ryanhonline@gmail.com](mailto:ryanhonline@gmail.com)

Arindam Chakraborty, News Editor, 24 Ghanta News Channel – 9830910000

Saibal Dutta, Managing Partner, Eastmen Communications– 9903933066