

# NATASHA CHATURVEDI

Employee Experience | Communications | Brand Journalism

**LinkedIn:** <https://www.linkedin.com/in/natasha-chaturvedi/>

---

## SUMMARY

Communications professional with 5+ years of transforming corporate content into compelling narratives that drive measurable results. Skilled in orchestrating campaigns that reach 100,000+ employees, boosting content consumption and employee satisfaction, while forging strong stakeholder relationships. Adept at brand journalism, internal comms strategy, and delivering creative yet data-driven initiatives that engage and inspire. Ready to elevate organizational storytelling through a unique blend of creativity, strategic thinking, and cross-functional collaboration.

## KEY SKILLS

- Internal Communications (Intranet, SharePoint, Slack, Eloqua)
- Stakeholder Engagement & Relationship Building
- Brand Journalism & Storytelling
- Campaign Coordination & Strategy Execution
- Content Management & Design Oversight
- Vendor & Agency Management (Designers, Copywriters)
- Community Development & Immersion
- MS Office Suite

## PROFESSIONAL EXPERIENCE

### Deputy Manager – Digital Marketing & Communications

HCLTech | New Delhi, India | 2022 – 2023

- Directed 8+ internal communication campaigns per quarter, reaching 100,000+ employees via corporate intranet and social networks.
- Boosted open rates and engagement on technical updates by introducing relatable storytelling and clear CTAs.
- Collaborated across HR, Sustainability, Cloud Marketing, and Cybersecurity to design targeted employee programs, some presented to the Chairperson.
- Improved CSAT scores for the intranet from 3/5 to 4/5 by implementing user-friendly layouts and intuitive navigation.
- Led a team of external vendors (designers, copywriters) to ensure consistent branding and timely campaign rollouts.

### Manager – Communications & Campaigns

IndusInd For Sports at IndusInd Bank Ltd. | Gurgaon, India | 2020 – 2021

- Managed pan-India initiatives with sports foundations to promote rural, para, and female athletes, engaging 10,000+ employees.
- Increased intranet traffic by developing sports-themed internal campaigns and event promotions.
- Collaborated with C-suite stakeholders and external partners to amplify inspiring athlete narratives across multiple channels.

### **Fellow – Teaching Initiative**

Teach For India | Mumbai, India | 2016 – 2018

- Mentored 60+ students in low-income communities, raising exam pass rates and driving long-term academic growth.
- Crowdfunded over 110% of the target amount to support academic and extracurricular programs.
- Motivated 20+ students to complete high school, with five enrolling in higher education.

### **Intern – Minority Empowerment Initiative**

CORD (Rural Development) | Himachal Pradesh, India | 2017

- Analyzed data for women-focused empowerment projects, improving participants' income through skill-building modules.
- Assisted in establishing micro-enterprises, offering targeted communication strategies to 10+ women entrepreneurs.

## **EDUCATION**

### **MSc, Human Resource Management**

The University of Edinburgh | Edinburgh, UK | 2018 – 2019

- CIPD Student Ambassador (Level 7 certification)
- Dissertation on “Effects of Triple Bottom Line Approach on Employer Branding,” presented at a British Psychological Society conference

### **Bachelor's in Commerce (Honors)**

SVKM's Narsee Monjee Institute of Management Studies | Mumbai, India | 2012 – 2015

## **CERTIFICATIONS & ACHIEVEMENTS**

- Driving Business Towards Sustainable Development Goals
- Viral Marketing and How to Craft Contagious Content
- Youth Volunteer – CHOP (Family Planning Association of India): Advocated for comprehensive sexual education; presented project impact to an international committee

## **PASSIONS & INTERESTS**

- Painting (Easel & Blossoms Project)
- Yoga (Certified Yoga Instructor)