

CORPORATE COMMUNICATION AND PR PROFESSIONAL

OBJECTIVE

Seeking Senior Managerial Roles in Corporate Communication and Public Relations in BFSI sector

PROFESSIONAL VALUE OFFERED

- Result-oriented Communications professional with more than 8 years of experience across public relations and corporate communications activities, media planning, training, client relationship management, brand promotions, and troubleshooting
- Adept in planning, developing, and implementing strategic brand, corporate communication, content writing, events, and media
- Expert in executive communication, employee engagement, internal and external awareness campaigns with immense knowledge of developing and managing the corporate public relation activities of a brand
- Conceptualized an internal campaign for a Business Team on driving awareness on Data Security, recognized at an industry award show
- Skilled in driving organizational goals, maintaining brand integrity, and supporting industry leadership through effective communications and public relation programs

KEY COMPETENCIES

Corporate Communication

Media Relation Management

Crisis Communication

Strategic Planning

Content Management

Brand Management

Public Relation Activities

Team and Time Management

Digital Marketing

PROFESSIONAL EXPERIENCE

Poonawalla Fincorp Ltd

February 2021 – Present

General Manager – Corporate Communications & PR

- **Responsible for building Public Relations and Corporate Communication strategy.**
- **Creating Public Relations plan and managing the execution, monitoring, identifying market positioning of the spokespeople, new product launches, sponsorship and arranging media interviews, storytelling in order to promote the company stories to the media group.**

- **Identify media (Editorial) opportunities, field media questions and interview requests, pitch stories to the media, preparation of media kits, write press release, organize press conference.**
- **Networking to build relationship with relevant media and social media influencers.**
- **Content creation – Write Press Releases, Articles, Interview responses.**
- **Evaluate opportunities for partnerships & sponsorships on an ongoing basis.**

PNB METLIFE INDIA INSURANCE, Mumbai

May 2019 – November 2020

Manager, Corporate Communications & Affairs

- Responsible for constructive planning of activities, external media relations (PR) and internal communication
- Handling the employee engagement towards campaigns, internal and external communications, global participation, and coordination of events
- Administered all-employee meetings and activities, company events, management of Employee Forum page and internal sites
- Conceptualizing, creating, managing, and coordinating the development of corporate and Internal Communications (quarterly MD video's/townhalls / Newsletters / Internal Campaigns) activities
- Successfully conducted an internal campaign for a Business Team on driving awareness on **Data Security** which was recognized at an **Industry Award Show**

UNIVERSAL SOMPO GENERAL INSURANCE COMPANY LTD, Mumbai

Oct 2015 – May 2019

Manager – Corporate Communication

- Spearheaded and developed communication collaterals, public relations objectives and media communication objectives, management, and activities for brand building
- Responsible for creating the content, design ideas, and production of the Corporate Newsletter and handled the CSR initiatives and activities, social media strategies, and responses on social media
- Developed and implemented effective communication strategies that build customer loyalty programs, brand awareness, and customer satisfaction
- Managed the CSR initiatives and activities, handled provided inputs for Social Media strategies, managing content, branding, and responses on Social Media
- Developed and maintained good media relations through, engagement and availed relevant information to members on time to enhance the company's image and reputation
- Created customer awareness articles and provided inputs on opinion pieces

ICICI LOMBARD GENERAL INSURANCE COMPANY LTD, Mumbai

Manager – Corporate Communication

- KETCHUM SAMPARK PUBLIC RELATIONS, Mumbai**

SENIOR CONSULTANT

AADHYAM WEDDING & ALLIED SERVICES PVT LTD, Mumbai

ACADEMIC CREDENTIALS

- ## COURSES

- ## PERSONAL INFORMATION

Languages: English, Hindi, Gujrati, and Marathi

Date of Birth: 18th December 1983