



# Shailesh Badve

Corporate Communications  
Professional

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## WORK EXPERIENCE

### SENIOR MANAGER, CORPORATE COMMUNICATIONS AND PR,

**POONAWALA FINCORP LTD**, one of the fastest  
growing NBFCs in India  
*March 2021 to Present*

- Taking care of end-to-end external communication for the company
- Closely working with various agencies to enhance the positive image of the organization
- Drafting and reviewing press releases and coordinating with the onboarded PR agency
- Planning the media mix for paid media buying campaigns during special occasions, negotiating with media houses and agencies to get the best rates
- Coordination with key internal business leaders to meet their PR requirements
- Closely working with the CEO & CFO's offices for investor relations and quarterly results
- Responsible for end-to-end delivery of the annual report from the collation of data to the final print-ready stage

### SENIOR MANAGER, PUBLIC RELATIONS,

**MSL, PUBLICIS GROUP**, one of the most prestigious  
multinational PR agencies  
*November 2015 to March 2021*

- Led and mentored a team of 4 resources
- Worked on projects and successfully serviced clients across domains and industries
- Created and reviewed content and press releases for all clients serviced
- Handled end-to-end PR requirements of Fortune 500 automotive and manufacturing brands
- Created communication campaigns for large-sized brands across domains including sports, lifestyle, and entertainment

## SUMMARY

I am a passionate, diligent, and skilled Corporate Communications & Public Relations professional with 10+ years of experience.

## KEY BRANDS SERVICED

Mercedes-Benz, Piaggio Vehicles, ZF Friedrichshafen, Bajaj Auto, Bajaj Finserv, Bank of Maharashtra, Amway, Sony Music, Star India, Kirloskar Brothers, Praj Industries, Pro Kabaddi League Franchise Puneri Paltan, and a handful of innovative startups

## RELEVANT SKILLS

- Creating successful PR strategies and communication plans
- Ideating collaboratively to ensure the voice and identity of the brand comes across strongly
- Developing and maintaining strong media relations
- Demonstrated grit while handling crisis communications

## EDUCATION HISTORY

### MASTERS OF SCIENCE IN COMMUNICATION STUDIES

Department of Media and  
Communication Studies  
Year of Graduation: 2012

- First Class
- Conceptualized and organized the first-ever national short film festival at Pune University
- Dissertation titled *Political Communication and Evolving Use of New Media*
- Internship at *Times of India* as journalist

## WORK EXPERIENCE

- Created PR launch plans for startups
- Responsible for new business development and revenue generation for the branch
- Worked closely with the branch head and country head for business development and client servicing strategies
- Successfully pitched important and exclusive stories/milestones for clients in all leading and important print publications and electronic media platforms

### **ASSISTANT MANAGER, PUBLIC RELATIONS**

**CONCEPT COMMUNICATIONS**, one of India's oldest communications agencies

*October 2014 to October 2015*

- Led a team of 2 resources
- Worked hands-on with clients across domains and industries focusing majorly on auto, banking, and finance
- Developed and led the entire communication and PR campaign for one of the leading PSU banks in India
- Handled the billing and payments of clients based out of Pune
- Successfully supported the major launches and quarterly events such as financial results and various BTL activities that helped in delivering customer delight

### **ACCOUNT EXECUTIVE, PUBLIC RELATIONS**

**METIGON ENTERPRISES**

*August 2013 to October 2014*

- Created content and press releases for all clients
- Maintained strong media relations and ensured maximum visibility for all clients
- Supported teams to successfully create brand visibility through press conferences and various events

### **PR ASSOCIATE**

**KETCHUM SAMPARK**

*August 2012 to August 2013*

- Learned how to handle various communication approaches that would get the client maximum visibility
- Gained great exposure working on leading auto, finance, and banking clients
- Handled ground activations such as press conferences and media networking events
- Assisted the content team with research and content for the entertainment sector
- Got an opportunity to travel with media on a FAM trip for a leading FMCG client

## AWARDS AND ACHIEVEMENTS

- Mentor of the Year, MSL 2018
- Promising PR Professional of the Year, MSL 2017
- Selected amongst the top 20 professionals at the MSL for an Accelerated Leadership Programme organized by Publicis India, 2017
- Media Relations Person of the Year, MSL 2016
- Media Champion of the Year, Metigon 2014

## ONGOING SKILL DEVELOPMENT

- *Fundamentals of Digital Marketing*, Google
- *Speaking Effectively*, Harappa Education
- *Leading Others*, Harappa Education
- *Managing Team Work*, Harappa Education
- *Communicating Internally During Times of Uncertainty*, LinkedIn Learning

## INTERESTS

- Cinema
- History
- Classical Indian music
- Animal welfare