

# BRINDA ROY

## ENTREPRENEURIAL EXPERIENCE

### PETMAMA

PetMama is an app-based pet care services platform. The company is currently in app development stage. Operations will commence post app development and after evaluating target markets in the COVID 19 lockdown period

## WORK EXPERIENCE

### UBER

*Uber Eats and Driver Communications Lead, India & South Asia | April 2019 to Oct 2019*

- Build corporate and consumer reputation through multi-modal communications strategy (print, TV, online, social and videos) to support Uber Eats' growth in India, Sri Lanka and Bangladesh
- Enhance visibility amongst drivers and create positive sentiment about Uber's driver profile
- Create a strong narrative for reputation building and crisis management
- Liaise with global and regional leadership and across teams to strengthen media outreach

*Rider and Driver Communications Lead, India & South Asia | June 2018 to April 2019*

- Create compelling campaigns to generate visibility amongst the brand's riders and drivers
- Plan and curate events and media strategies for new city launches in India, Sri Lanka and Bangladesh
- Leverage data to build targeted consumer campaigns
- Highlight Uber's Technology and global expertise through innovative campaigns
- Sustain stakeholder and media relations for reputation building and crisis management

*Regional Communications Lead, East India & Bangladesh | May 2017 to May 2018*

- Build and implement communications strategy for Uber in Bangladesh
- Implement a robust media strategy for Uber in East India
- Crisis management in East India and Bangladesh
- Leverage local leadership in East India and Bangladesh to showcase brand connect

### GENESIS BURSON-MARSTELLER

*Consulting Associate | October 2014 to May 2017*

- Plan and implement brand image solutions for Kolkata based clients of the company (CK Birla Group, British Council) as well as national clients (which include Kotak Mahindra Bank, Pepsico, GlaxoSmithKlein)
- Develop content for press releases, Op-ed pieces, senior management and stakeholder communication
- Create and implement crisis management strategies for CK Birla Hospitals
- New business development and creation of pitch presentations

### PERFECT RELATIONS PVT LTD

*Image Executive (April 2014 – August 2014) Associate Image Executive (February 2013 - March 2014)*

- Plan and implement brand image solutions for client portfolio which include Credit Suisse, Khaitan & Co, Air India SATS, Edelweiss Group and EdelGive Foundation

### CONCERN INDIA FOUNDATION

*Resource Mobilisation | November 2011 to January 2013*

- Implementing fund raising strategies for corporate and individual donors
- Planning and organizing fund raising events

## INTERNSHIPS

*Yes! To Fairer Votes, UK | Campaigns Assistant | January 2011 to May 2011*

*YES! To Fairer Votes was a political campaign in the United Kingdom to persuade the public to vote in favour of changing the voting system*

- Initiating and organizing campaign field events which include phone canvassing and managing the phone bank

*Child in Need Institute, London | Intern | July 2011 to November 2011*

- Creating Annual reports promotional material and proposal documents for CINI's donors in the UK

*The Times of India, Kolkata | February 2010 to April 2010*

- Reported for *Kolkatamirror.com*, largely covering the arts, lifestyle and entertainment beats

## SUMMARY

Communications specialist with proven success in campaign planning and delivery for global brands  
Experienced in building 360 degree communications campaigns  
Skilled in crisis management and communications  
Experience across South Asian markets (India, Bangladesh and Sri Lanka)

## PROFESSIONAL SKILLS

- Content creation and writing
- Media relations
- Media and digital campaigns
- Crisis communications
- Reputation management
- Policy and consumer focused communications
- Media and consumer events

## EDUCATION

MA International Communications, University of Leeds  
BA Psychology, Sophia College for Women, Mumbai  
ISC, La Martiniere for Girls, Kolkata  
ICSE, Loreto House, Kolkata

## CONTACT INFORMATION

Mob: +91 9830609715  
Brindaroy88@gmail.com  
10/4F Lala Lajpat Rai Sarani, Kolkata - 700020  
Linkedin: [www.linkedin.com/in/brindaroy](http://www.linkedin.com/in/brindaroy)