**Minoo Verma**

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***PROFILE SYNOPSIS***

A marketing & communication professional with over 12 years of rich experience in marketing communications, internal communications, digital & social media marketing, corporate communication, and content writing & editing. I also bring on board 2 years of extensive sales and channel marketing experience.

**KEY SKILLS/ EXPERTISE**

Marketing communication Corporate communication Internal Communication Campaign Planning & Monitoring Digital Marketing Experiential Marketing

Channel Partner Management Content writing & editing Management

Agency & Vendor Management Academic Linkages Corporate Social Responsibility

***PROFESSIONAL SUMMARY***

 **My job involves-**

# Advising the Chief Executive, Senior Leadership Team on matters pertaining to Media, Corporate Communication, Reputation and Brand Image
# Being the Brand’s “conscience keeper”

#Spearheading Company’s Internal Communication

#Spearheading Intranet & Knowledge HUB

#Supporting HR in Communication and Learning & Development
# Getting involved as part of the Management ThinkTank in shaping mid-to-long-term strategy of the organization, evaluating it from reputation/ Image point of view and advising on the direction the organization is taking and on course-correction if required
# Communication strategy and approach

#Spearheading company’s social media efforts

#Spearheading CSR including Antiplastic Campaign, Support Refugees, Research Club for Youth for Ipsos in India

#Spearheading Diversity & Inclusion in Ipsos in India in alignment with Ipsos global.

**Ipsos Research Pvt. Ltd. April 18 – Till date**

**Head Marketing & Communication - India**

At Ipsos, a leading market research organization in the world today, I head Marketing and Internal & External communication department and am a part of India leadership team.

**Roles & Responsibilities**

* Responsible for bringing transition in the of the way of working in current as well as post COVID period
* Conceptualize, strategize and plan marketing communications, internal communication and social media marketing.
* Responsible for change management, driving brand campaigns, brand management, marketing, creative designing, marketing collateral, organizing client as well as internal events, lead generation
* Responsible for client engagement activities such as webinars, coffee meeting, events in alignment with client management team.
* Drive Internal Communication programs, employee engagement activities, HR communication using innovative means such as gamification through internal apps.
* Support HR in learning and development Programs
* Manage end-to-end employee engagement programmes, office branding, crisis communication, and solicit speaking opportunity in Industry events.
* Drive CSR Programs such Anti plastic Campaign, Support Refugee and Ipsos Research club for diabled youth.
* Drive Diversity & Inclusion Campaign PAN India. Conduct surveys, employee sessions involving each team, regular communication, external speakers, in-house speakers sessions, etc.
* Position India Leadership team as thought leaders through media, and manage relationship with Industry bodies – MRSI, ESOMAR, FICCI, CII, etc.

**Financial Technologies (India) Limited Aug’16** - **April 2018**

**Manager Internal & External, Communication and Marketing Communication**

At FT I was driving key projects for the organization to ensure a positive perspective towards the organization given the current crisis situation. I was responsible for managing the overall marketing and internal communication, engaging with people, tracking the developments both digital as well as offline to ensure that the right message reaches out to the media at all times. I was working closely with the leadership team and influencers both within and outside the organization to drive critical projects. This has given me the opportunity to learn and grow beyond my core communication roles. This has only strengthened me to take bigger challenges.

**Roles & Responsibilities**

* Marketing Communication
* Internal Communication
* Crisis Management
* Social Media Campaign
* Product Launches and Promotional Activities
* Managing Marketing Collateral
* Content Writing
* Event Management – BTL & Social Media Platform
* Agency & Vendor Coordination and Management
* Academic Linkages

**Bharti Airtel Ltd., Mumbai Aug’ 14 to Aug’ 16**

**Lead - B2B Marketing Communication & Channel Management**

**In 6 years with Bharti Airtel, I donned different hats, that of an Internal Communication Manager, MarCom Manager and B2B Channel Manager.**

**Roles & Responsibilities**

* Manage overall marketing and internal communication - Conceptualize and implement integrated marketing communication plan for B2B clients.
* On-ground client engagement - Drive product & service campaigns and organize events for brand visibility, sales support, lead generation and engagement with B2B clients in Mumbai, across small, medium and large corporates.
* Sales and channel management -
	+ Identify & analyze corporate accounts in order to find gaps and provide inputs to the respective teams to pitch products accordingly to acquire clients and maximize revenue.
	+ Conduct training programs for the sales managers and channel partners.

**Bharti Airtel Ltd. (M&G) Nov’ 12 to July’14**

**Lead - Marketing Communication & Lead Management**

* Responsible for **MarCom** initiatives for all 4 lines of business i.e. Mobile, Digital TV, Airtel Money & Broadband business. Conceptualize and implement 360 degree brand campaigns to achieve TOMA (Top of the Mind Awareness) & SOP.
* Lead momentous 4G LTE launch across Media Platforms & Distribution channels (Own retail, Franchisee Retail, Modern & General Trade).
* Ensure best-in-class GTM (Go to Market) execution for product visibility & maintaining high visibility index at General & Modern trade outlets.
* Manage brand visibility across 150 Own Retail & Franchise Retail Stores.
* Execute the national marketing calendar and tailoring regional activation programs for driving Customer Acquisition.
* Facilitate employee communication and engagement Initiatives.

**Bharti Airtel Limited, Airtel Centre Oct’10 – Nov’12**

**Lead - Internal Communications**

* Develop and implement communication plan to educate all Bharti Airtel employees (India, Bangladesh and Sri Lanka) about Operational Excellence and Six Sigma needs, initiatives, strategies and results. Tactics included online campaign in the form of e-mailers, illustrative case-studies, employees’ success stories, intranet updates, and newsletters.
* Drive knowledge management for Network Services Group. Leverage sharing and replication of all best practices throughout the organization.
* Conduct regular surveys to measure the OE acceptance and awareness level in employees

**Mercury Solutions Pvt Ltd. Mar’10 - Oct’ 10**

**Marketing Communication**

* Instrumental in launching Company’s online business
* Define communication plan – Conceptualize, write, edit, calendarize and amplify relevant content on social median media to generate leads as well as brand awareness.
* Manage website and social media asset.
* Plan all public relation activities and connect with media to ensure adequate and appropriate media coverage.
* Manage the Communication Desk for MD’s Office (company literature, drafting speeches, profiles, senior management interviews, creative notes)
* Create quarterly Internal and External Newsletter

**Guardian Life Care**  **Jan’08 - Feb’10**

**Feature Writer and Editor**

**Roles & Responsibilities**

* Manage Internal and external Communication
* Manage Guardian Health Chronicle, a fortnightly Health Supplement with Hindustan Times.
* Responsible for conceptualizing, planning, writing and editing content for the print as well as digital medium.
* Interview doctors and prominent personalities for their views and profiles to be featured in the Health Supplement
* Manage website and owned social media assets
* Create monthly Internal and External Newsletter

Prior to this I have worked with **Newslink Services** and **Delhi Public School** **Society** as a content writer & editor for both online and offline communication. I have also worked in the capacity of **Assistant Professor for English Literature.**

***ACADEMICS***

* Ph.D. - Subject – Indian English Literature (Topic- Emotive Climaxes in the novels of Anita Desai, an Indian English Novelist)
* MHRA (Masters of Human Resource Administration), Rani Durgavati University, Jabalpur - 2004
* M.A. (Masters of Arts) specializing in English Literature, Rani Durgavati University, Jabalpur – 1999