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HARITHA K

I'm a dedicated corporate communications professional with a strong track record of developing and implementing effective strategies that foster engagement. With 8 years of experience, I specialize in leveraging business analysis to provide actionable insights for strategic decision-making that help enhance engagement across various mediums. My skills include hands-on communication effectiveness analysis, utilizing data analysis, reporting, storytelling, and visualization techniques. I have a proven ability in end-to-end project management for corporate communications, from content creation to deriving actionable insights.

Skills

- Strategic Communication
- Business Analysis
- Stakeholder Engagement
- Media Interaction Analysis
- Data Analysis and Visualization
- Project Management
- Content Creation and Editing

Experience

JANUARY 2019 – JULY 2023

Senior Analyst / Deloitte Consulting India Pvt Ltd, **Hyderabad**

- At Deloitte, I led efforts to measure and enhance internal communication effectiveness across diverse platforms such as websites, email, newsletters, video, audio, and social media.
- I analyzed data from various sources to gauge consumer engagement with websites. Using the insights generated, we achieved a significant engagement increase from 45% to 85% within two months.
- By leveraging email analysis tools, I developed strategies that significantly boosted user interaction with emails and newsletters.
- I conducted comprehensive business analysis for newly introduced internal social media platforms, providing actionable insights to senior leadership. These insights facilitated strategic decisions that swiftly improved platform engagement, establishing them as crucial channels for leadership communication within six months.
- I innovated new reporting formats that accelerated visualization of insights for leadership and communication teams. This streamlined the implementation of strategies to sustain and enhance communication engagement.

- Additionally, I managed multiple high-profile projects, working on content creation through to insight generation. As a site producer for internal platforms, I ensured seamless delivery of essential communication content.

FEBRUARY 2018 – JANUARY 2019

Content Strategist and Editor / Mordor Intelligence, Hyderabad

I worked as a research analyst/content editor for various industrial portfolios at Mordor Intelligence. My responsibilities included creating content strategies to encourage clients to purchase the reports, editing and proof-reading reports for publication.

JUNE 2015 – JUNE 2017

Business Analyst / Deloitte Support Services India Pvt Ltd, Hyderabad

I worked as a Business Analyst in Market Development and Knowledge services portfolios, where I built SharePoint sites and web pages for internal communications. I also worked with researching, sourcing, writing, and editing engaging content to be published for business users. I extensively used WordPress and Adobe AEM to create and house corporate communications for portfolios. I also received the merit of being conferred an award for web pages collaboration projects.

Education

MAY 2015

MBA / Institute of Public Enterprise, Osmania University

I completed my masters in Operations and Marketing Managements, I secured a GPA of 8.1 and was one of the first 5 students to get placed in campus recruitments.

MARCH 2012

B.Tech. / JNT University, Hyderabad

I graduated in Mechanical Engineering with a GPA of 7.8. I secured a gold medal for securing the highest score in my second semester at 8.5.

Key Projects

JANUARY 2019 – JULY 2023

Communications effectiveness program

The Communication effectiveness program initially started off with periodic and ad-hoc report support to various US and USI communication teams on different channels (email, websites, videos) and evolved into an insights-based concept that exists today. I've been instrumental in setting up a process-driven approach to managing requests and acting as a content advisor for stakeholders on way to get engagement up for their content. I created reporting formats using highly-engaging data visualization techniques, that enabled users to easily access information required. I also converted the reports to a tableau-based system to reduce the man hours on the reporting side. Through these contributions, the team was successful in positioning ourselves as content advisors, providing insights on email, website and video engagement to various teams.

JUNE 2022 – JULY 2023

Regions India site migration

I led the effort to help maintain the content on all crucial Intranet sites pertaining to the entire India region for Deloitte. This entails coordination with all stakeholders for the India Region to ensure that all content is available to all professionals without any disruption. I created a migration and resource planning ahead of the migration to ensure smooth transition. I led the project management effort to coordinate with all stakeholders and technical support involved, while making sure that there were no glitches in the entire process. The migration was completed with 100% quality and we received great feedback from stakeholders, as none of the information was lost in transition.

JANUARY 2019 – JULY 2023

Email Management and templates

I led the US/USI PoliteMail operations and managed the email management mailbox to streamline requests, run training and refresher sessions for new and existing users, manage the periodic community calls and forums, and keep the user resources updated. As a part of the email management process, I created a communications strategy to increase effectiveness of data reporting. This helped with content creators and senior leadership with the best practices for email/newsletter content to ensure optimum read from users.

SEPTEMBER 2020 – JANUARY 2021

COVID Resource Center site revamp

In the initial days of the firm's reaction to the pandemic, the travel and guidance site was updated to include all COVID related information, with design taking a backseat, as getting the content out was a priority. The ask for updated design was to have an easy to edit site, with sharable content, and display content in a better format. I led the project management for the revamped site, collaborating with the Office of the CEO Communications team on the content, designing the site mockup, working with site developers to come up with solutions to easily edit content uploaded on the site. The site went live just prior to the well-being break (2020), in a record time, considering the complex design.

OCTOBER 2019 – JULY 2023

Annual and recurring programs

I managed the entire projects for the annual program (Impact Day) from the go, providing seamless communication to all the various (10+ teams) involved on the project. I was responsible for stakeholder communication, creating SLAs, managing the project, and keeping it on track. I also wore the hat as an advisor, sharing my expertise on SharePoint with the team to import huge datasets. I effectively managed the project to ensure a seamless experience.