

# ARUNABH BANERJEE

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## PROFESSIONAL OVERVIEW

With over 11 plus years of experience, I have managed and lead communication, branding, strategy for organizations serving in the areas of public health, government and public sector consultancy, water health and sanitation, power trading and transmission, energy research, academics and designing and manufacturing. Looking for interesting and challenging role where I can support an organization in building stronger brand and communication process.

## STRENGTH & EXPERTISE

**Technical Expertise:** • Corporate Communication • Marketing Communication • Brand Management • Media Planning & Management • Internal Communication • Event Management • Feasibility Evaluation • Content Development • Advertising & PR • Social Media Management • Website Development & Management • Communication Audit • Communication Strategy • Audio-Visual Production • Campaign Planning & Running • RFP planning and development • Proposal Writing & Development • Funding and Project Execution • Technical Evaluation of Proposals • Client Servicing • Strategic Planning • Media Buying • Agency & Vendor Management • Relationship Management • Networking & Stakeholder Management • Communication advisory

**Soft Skills:** • Decision Making • Executive Leadership • Team & People Management • Mentoring & Capacity Building • Liaison & Negotiation • Time management • Problem solving • Critical Thinking • Persistence • Resilience • Team Player • Result Oriented

## CAREER CONTOUR

### Manager Communication (National Team)

Piramal Swasthya ([www.piramalswasthya.org](http://www.piramalswasthya.org)) | Delhi | Nov'19-Present

- As custodian of all communication and media activities of the organization, create media calendar, budgets, strategies and plan, focussing on the goal of organization and important stakeholders.
- Execute communication and media strategies to stimulate awareness, create interest & drive consideration, directing communication and PR activities for all Piramal Swasthya initiatives across India.
- Create content and manage all social media and digital platforms of the organization.
- Managing public relations and helping ensure alignment of metrics, focus, and strategies throughout the communication calendar, identifying and rapidly responding both internally and externally to a wide range of significant issues
- Responsible for the development of knowledge products like best practices documents, SoPs, case studies, project reports, annual report, and program briefs.
- Manage the creation of media & communication products like program brochures, media booklet, event kits, advertisement copies, promotional video, and newsletter.
- Liaising with media houses in states for distribution of stories & other program related content at district, state, and national level; monitoring media platforms to & for media trends and trending stories and creating monthly media analysis report.
- Develop & lead communication activities for all campaigns and launch events in collaboration with Government and/or other partners.
- Handling all content teams, designers, website designers, video editor among others for smooth running of the communication function across programs i.e., managing all media and communication related external vendors.
- Aiding the program leads and departments for communication and fundraising needs on case-to-case basis at national, state and district level.
- Coordinating with Piramal Enterprise Limited (PEL)/ Piramal Foundation team and/or external stakeholder for any co-branding activities.

## **Expert-Media & Communication**

**PMC-IPE Global ([www.ipeglobal.com](http://www.ipeglobal.com)) | Centre for Public Policy & Good Governance (CPPGG), Planning Department, Govt. of Uttarakhand | Dehradun | Sep'18-Oct'19 |**

- Conducted communication audit for the client Uttarakhand Tourism (<https://uttarakhandtourism.gov.in>) and developed outcome focused communication strategy.
- Involved in preparing and implementing media plan based on the communication strategy.
- Monitored the quality & handled the content production for publishing in platforms like social media, websites, mobile apps, electronic, print and outdoor media; managed all media and technical partners on day-to-day basis on behalf of the client.
- Handled end to end selection process of media agencies and technical partners including developing the scope of work, floating RFP and technical evaluation of proposals in consultation with client.
- Liaised with the technical bodies like National Informatics Centre (NIC) and State Data Centre (SDC) for proper and smooth running of client communication platforms.
- Efficiently handled media buying initiatives (radio, TV, print and outdoor) for various events and activities on behalf of client.
- Coordinated for contracts, scripts and schedule for producing documentaries by NGC and Discovery channel.

## **Consultant & Principal Investigator**

**WaterAid India ([www.wateraidindia.in](http://www.wateraidindia.in)) | Delhi-Kanpur | May'18-Jul'18**

- Led the project: Costly affair of water borne diseases- a study on urban slums of Kanpur.
- Developed the concept, design, approach, and execution methods; developed the tools for data collection through audience interaction; overseen field execution and data collection.
- Responsible for producing project report covering analysis, interpretation, and recommendation.

## **Deputy Manager- Communication**

**Indian Energy Exchange ([www.iexindia.com](http://www.iexindia.com)) | Delhi | Jul'17-Feb'18**

- Accountable for designing & developing knowledge products such as brochures, leaflets, SoP documents, trade data report and monthly trade newsletter.
- Involved in conceptualizing, managing, and commissioning of company advertisement on various media platforms as per annual media matrix and media guidelines.
- Developed content like press releases, management interviews, CEO speeches, articles and post to regularly update/ managed social media platforms, websites, mobile app and print media.
- Looked after advertising through e-mailer and SMS marcomm processes; managed internal communication and network across the regional offices pan India.
- Looking after all print, online and A/V advertisements and endorsements as per the annual communication matrix/ calendar
- Responsible for planning, implementing & monitoring PR activities viz. conference, seminars, symposia and CSR activities.
- Effectively managing special stakeholder communication as specified under Central Electricity Regulatory Commission (CERC) compliance for power trading in India, handling all media agencies, creative agencies, publishers, website developers, app developers and other related vendors for the organization.

## **Assistant Manager- Corporate Communication & Faculty-Communication Research**

**University of Petroleum & Energy Studies ([www.upes.ac.in](http://www.upes.ac.in)) | Dehradun | Jun'12-Jun'17**

- Involved in creating media content such as press releases, articles, posts & infographics and shared it on social media and print media channels.
- Led department in conceptualizing, designing, and writing funding proposal. Was able to secure two funded projects.

- Designed knowledge product for university viz. course brochures, industry partnership brochures, enrolment reports and annual placement reports.
- Looked after all audio-visual (A/V) production at campus to regularly create fresh A/V content & managed the A/V vendors and teams involved in production.
- Effectively implemented & managed media and PR tasks for various conferences, seminars, launch, symposia, academic fairs, and CSR initiatives.
- Liaised with various departments for gathering data for media related activity and sharing it with the design agency in consultation with Ad. Director-Comm.
- Responsible for teaching communication research to students & evaluated the performance; conducted FDPs on communication techniques for faculty.

## **Partner & Co-Founder**

### **Axis Power Technologies | Noida | Feb'08-May'10**

- Monitored the market & created the production plan as per the finished product inventory and customer demand.
- Responsible for managing and maintaining the production line inventory of product raw material; effectively liaised with the material vendors and managed the procurement of raw material.
- Outsourced assembly line task to manufacturing vendors and accountable for the quality of work & outsourced production item.
- Looked after the lab testing and quality check of the finished product (SMPS) on various test conditions.
- Involved in writing content for product booklet and website as well as managing design guidelines for product packaging boxes; looked after the product packaging and shipping of the finished product.

## **NOTABLE MILESTONES**

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- Planned and executed media and communication for launch of ANAMAYA-The Tribal Health Collaborative on April 7th, 2021 with Ministry of Tribal Affairs, Gov. of India, Ministry of Health and Family Welfare, Gov. of India. Piramal Group, and Bill and Melinda Gates Foundation. ANAMAYA-The Tribal Health Collaborative was jointly launched by Dr. Harsh Vardhan, Union Minister for Health, Mr. Arjun Munda, Union Minister for Tribal Affairs, Mr. Ajay Piramal, Chairman, Piramal Group, Mr. Hari Menon, Country Director (India), Bill & Melinda Gates Foundation and Mr. Aditya Natraj, CEO, Piramal Foundation.
- Planned and executed communication for launch of Swasthya - Tribal Health & Nutrition Portal is India's first comprehensive Tribal Health portal under the Ministry of Tribal Affairs and was launched by Sh. Arjun Munda, Minister of Tribal Affairs, Govt. of India in August 2020
- Keynote speaker on Industry Expectation: Cut a Capex | Communication in post COVID era at SoET Central University of Haryana in May'20.
- Led communication for public health tracks for Charcha 2021 as well as Charcha 2020 in August 2021 and May 2020 respectively. Charcha anchored with the Nudge Foundation is a platform to exchange ideas among corporates, senior govt. representatives, industry leader, practitioners, CSR & philanthropic organizations to rethink and to chart a way on future development strategies during and post pandemic in May 2020.
- Conceptualizing, led & overseen the development of client's new website & digital interface (Uttarakhand Tourism Website), liaised and coordinated with National Informatics Centre and State Data Centre and launched the new Uttarakhand Tourism Website and other linked portals in 2019.
- Successfully led overall media & communication plan for Government of Uttarakhand-Pacific Asia Travel Association (PATA) 2019 international summit covering social, outdoor, print, and electronic media in February 2019.
- Overseen the implementation of digital media coverage plan for Uttarakhand Department of Tourism in Uttarakhand Investor Summit in Oct'18.
- Core team member of Indian Energy Exchange - IPO launch in Nov'17 and led the entire backend media and communication requirements; handled PR agency (AdfactorPR), and conceptualized & oversaw the development and launch of IEX Investor Relation page on website.

- Led the on ground media and communication drive for the launch and publicity of BOSCH lab at University of Petroleum and Energy Studies.

## EDUCATION

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- Master's in Journalism & Mass Communication from Banaras Hindu University in 2012. (CGPA: 7.38)
- B.Tech. (Electronics & Communication) from Amity University, Noida in 2008. (CGPA: 6.69)
- Intermediate (Science) from Sunbeam English School (CBSE), Varanasi in 2002 (66.6%)
- High school from Sunbeam English School (CBSE), Varanasi in 2000 (65%)

## VOLUNTEERING

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- During masters, planned and executed awareness campaigns of HIV/ AIDS and safe sex in around Tarapur and Tikri villages in Varanasi district in 2010-2011.
- During masters, planned and executed awareness campaigns around hygiene and sanitation in the Tarapur and Tikri villages in Varanasi district in 2011-2012.

## CERTIFICATION

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Quality Management System Professional (QMS) from British Standard Institute in 2008. **Cert No: (AUBSI-QMS01-0801-0075)**

## PROFESSIONAL MEMBERSHIP

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Life Member at Public Relation Society of India (PRSI) - apex PR body of India

## IT SKILLS

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Well versed with MS Office, Adobe Photoshop, Adobe CS6, Quark Express, and PageMaker

## LINKEDIN PROFILE

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<https://www.linkedin.com/in/arunabh-banerjee-00329951/>

## PERSONAL DOSSIER

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Date of Birth : 5th May 1986  
Languages : English, Hindi, Bangla  
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