

SENGUPTA TULISHA

COMMUNICATION SPECIALIST



Experienced communication professional with over six years of diverse expertise. Most recently served as an Internal Communication Specialist at a leading IT firm in Noida, driving effective communication and engagement strategies. Proficient in content curation, corporate communication, crisis management, design, media relations, social media management, and stakeholder engagement. Committed to continuous skill enhancement to stay ahead in the market.

SKILLS

Core Skills

- Content Development
- Public Relations
- Media Management/ Relations
- Corporate Communication
- Crisis Communication
- Stakeholder Engagement
- Newsletter Design and Writing

Technical Skills

- Graphic Design - Canva, CapCut, Photoshop
- Social Media Management
- Web Content Management
- SEO and Analytics
- MS Office - Advance

Soft Skills:

- Interpersonal Communication
- People Management
- Communication Training
- Strategic Communication
- Critical Thinking

Additional:

- Events & Engagement
- Reputation Management
- Calander Management
- Internal Branding
- Campaigns - Offline
- Languages - English, Hindi, Bengali

EDUCATION

EXECUTIVE CERTIFICATE PROGRAM IN STRATEGIC DIGITAL MARKETING APPLIED ANALYTICS

IIM Visakhapatnam

Ongoing

BA IN JOURNALISM & MASS COMMUNICATION

Babu Banarasi Das University, Lucknow

2015 - 2018

Major - Journalism and Media, New Media, Public Relations and Advertisement

Minor - Environment & Development Communication and Photography

CGPA - 7.5 | **Grade** - A

INTERMEDIATE

City Monterssori School, Lucknow

2014 - 2015

Subjects - Commerce, Computers, Economics, English, Accounts

Board - ISC Board

Percentage - 82.5% | **Grade** - A

HIGH SCHOOL

City Monterssori School, Lucknow

2012 - 2013

Subjects - Science, Computers, Maths, English, Hindi, History & Civics, Geography, EVS

Board - ICSE Board

Percentage - 79% | **Grade** - A

WORKING EXPERIENCE

INTERNAL COMMUNICATION & BRANDING SPECIALIST

Icreon Tech, Noida

| Apr 2023 - Mar 2024

Overseeing all internal communications to ensure cohesive and effective messaging across the organization. Coordination with various departments was done to streamline processes and foster collaboration. Handled the CSR wing and managed the events with co-partners throughout the year. The role encompassed designing visually engaging flyers and content for daily communication, managing the organizational calendar, and planning employee engagement activities to enhance workplace morale. Informative newsletters were produced to keep employees updated, and town halls were organized to facilitate open dialogue between leadership and staff. Additionally, active participation in events to showcase the company's brand and achievements was undertaken, for example Great Place to Work survey etc.

PR FREELANCER AND BUSINESS

Freelancer

| Dec 2021- Mar 2023

Managed independent clients and their media relations, ensuring optimal visibility and engagement. Concurrently, oversaw my pet business, focusing on client acquisition and retention while efficiently managing operations. Additionally, I leveraged various social media platforms to gather engagement and expand my client base, driving comprehensive business development and growth.

PR SPECIALIST

Chetu India Pvt Ltd, Noida

| Nov 2020 - Nov 2021

Handled media relations, newsletters, web engagement and content, and CSR initiatives. Planned and organized events, curated communication strategies, and managed the digital placement of the company. Participated in events, generated media opportunities, and ensured effective reputation management. Additionally, managed the writing and dissemination of press releases.

SENIOR PR EXECUTIVE

BPublic Consulting, Noida

| Apr 2019 - Mar 2020

Handled business operations, including cold calling, client pitching, and successful client onboarding processes. Managed comprehensive documentation of media stories and crafted press releases to ensure precise and timely client announcements. Directed media relations, pitching new stories to journalists and creating varied story opportunities online and offline, encompassing industry features, standalone profiles, and specialized narratives. Authored articles and succinct quotations to enhance client visibility and enrich storytelling within industry updates.

ASSOCIATE EXECUTIVE

Perfect Relations, Imprimis

| Jan 2018 - Apr 2019

Managed documentation, and drafted press releases for accurate and timely announcements for my clients. Oversaw media relations, generating story opportunities, authored articles and short quotations.

WEB CONTENT INTERN

Travel D' Globe | Nov 2017

DIGITAL MARKETING INTERN

Snap Store, Delhi | Sept 2017

RESPONSE DEPARTMENT - CONTENT INTERN

Times of India, Lucknow | Aug 2016 - Sept 2016

COVER LETTER

Respected Hiring Manager,

As an Internal Communications Coordinator at Iceon Tech, Noida, I boosted employee engagement by 15% by developing and executing strategic communication plans. I thrived on leveraging various communication channels to ensure clear and consistent messaging across the organization. This fostered a culture of transparency and collaboration, as evidenced by the lively discussions during the town hall meetings I orchestrated.

At your organization, I'm eager to apply my skills in crafting compelling narratives that resonate with diverse audiences. My ability to distill complex information into clear and engaging content aligns perfectly with your organization's commitment to fostering an inclusive and informed workplace. Additionally, my experience utilizing data to measure communication effectiveness will enable me to continuously refine and optimize internal communication strategies, ensuring they align with Google's overarching goals and values.

Thank you for considering my application. I am excited to bring my expertise to your organization and contribute to a team that values creativity, inclusivity, and excellence. I look forward to the possibility of discussing how my background, skills, and enthusiasm can align with the goals of your Internal Communications team.

Tulisha Sengupta



CONTACT



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Delhi