



Piyali S.

Marketing Communication | Copywriting | Content Creation | Admin

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PROFESSIONAL SUMMARY

- Dynamic and diligent professional with over 8 years of working experience in Advertising & Marketing Communication, Creative Copywriting, Content creation for Social Media Marketing and Administration.
- Conceptualize and orchestrate marketing campaigns that effectively reinforce and build brand images.
- Expertise in creative concept & content development of all sorts of marketing collaterals across different media.
- Out of the box creative thinking – offering a perfect blend of marketing aptitude and writing skills.
- Passionate team leader facilitating smooth administrative support to the organization, motivating team and departmental members to collaborate around common goals.

PROFESSIONAL SKILLS



PROFESSIONAL EXPERIENCE

Marketing Communications Specialist (Part-time)

Zayns General Trading FZC LLC. | Ajman UAE | Since 2021

- Handling marketing communications and client management of Zayns General Trading.

Marketing Coordinator

Dubai Retail by Dubai Holding | Dubai, UAE | November 2018 to June 2019

Retail arm of Dubai Holding Group having retail projects like – Souk Madinat Jumeirah, JBR, Bay Avenue etc

- Handling marketing support of Madinat Theatre, Souk Madinat Jumeirah.
- Extending marketing support to the tenants of Souk Madinat Jumeirah in terms of In-venue advertising, Events and Activations.
- Coordinating PR & Social Media Support for the tenants of Souk Madinat Jumeirah.
- Handling internal marketing communication – conceptualizing monthly newsletter and overseeing its production and circulation, conceptualizing and procuring corporate stationaries, making corporate presentations, assisting in internal events and activations, liaising with HR for all internal communications.
- Planning, organizing on-ground events and activations in Souk Madinat Jumeirah
- Vendor management – Reaching out to the supply chain for all requirements, comparing quotations and samples received from vendors, negotiating costs and finalizing orders. Generating purchase order, receiving invoice for final payments.

Marketing Communication Manager

Shining Star International School | Abu Dhabi, UAE | August 2017 to April 2018

It is a reputed international Indian CBSE curriculum school for children from Kindergarten upto 12th standard.

- Creative conceptualization of ideas, developing strategic marketing plan and implementing marketing campaigns, creative copywriting & social media marketing.
- Online reputation management across all social media platforms, developing creative content for all sorts of communication & supervising designing/production/distribution of marketing collaterals.
- Managing production of monthly newsletters; developing all marketing collaterals, handling BTL communication, handling PR coordination, developing Press Release, website planning and coordination, web content writing, event planning and management, facilitating new business tie-ups.

Social Media Manager (Communication & PR, Copy Writing & Social Media)

AcadGild | Bangalore, India | January 2016 to March 2017

It is an online boot camp training program institute, imparting technical and skill-enhancing training to professionals.

- Creative content generation & social media marketing activities: Developing creative content for social media platforms, maintaining monthly social media content calendar, social media community management, campaign management, managing & participating in social media groups, monitoring all consumer activity within social media, online reputation management, generating weekly reports detailing consumer engagement and growth within all social media channels.
- Developing creative content for all sorts of communication & supervising designing of marketing collaterals, handling blog outreach program, arranging press conference, writing scripts, press releases, media content and blog posts; building and maintaining collaborative relationships with digital agency, PR agency, media agencies; planning, developing, coordinating and managing internal/external events.

Asst. Marcom & Admin Manager

Aziz Global Trading | New Delhi, India | May 2014 to October 2015

It is a leading manufacturer of designer metallic handicraft items.

- Responsible for overseeing business administration, developing content for all communication, BTL Promotions, event planning & handling, company's web content management, preparing corporate presentations for client pitch, handling creative agency / vendors, coordination with event organisers, overseeing designing and production of all marketing collaterals, supporting marketing manager in all arenas of Brand Management, implementing marketing plans, managing Facebook campaigns both paid and organic. Overseeing business administration from documentation process till the release of final payment, ensuring optimum utilization of resources. Played key role in monitoring & supervising general commercial activities.

Joined Aziz Global Trading as a Senior Marcom & Admin Executive on December 2011.

Worked as **Guest Lecturer** at two prestigious colleges of New Delhi - **Pearl Academy of Fashion, South Delhi Polytechnic for Women**; teaching Advertising & Marketing to the post-graduate students from 2009-2011.

Copywriter

Triton Communication | New Delhi, India | 2008

A leading National Advertising Agency serving reputed national and international brands.

Brands handled: Honda, Air Hostess Academy, Hamdard, Graviera Suitings, Indraprastha Gas Ltd, Leh Berry Juices.

ACADEMIC QUALIFICATION

Masters of Advertising & Marketing Management: Amity University, Noida, India | 2005-2007

B.Sc. Major in Advertising, Sales Promotion & Sales Management: University of Calcutta, India | 2004

PROFESSIONAL QUALIFICATION

- Certification in advertisement film production from Xanthus Academy, Kolkata, 2002.

- Diploma in Fine Arts from All India Fine Arts Association (SarvaBharatiya Charu Kala Mandir) Kolkata, 2005.

PERSONAL DETAILS

Nationality – Indian

Language Proficiency: English, Hindi, Bengali

Visa Status – Spouse Visa

Residence –Ajman. UAE