



Shayali Choudhury

Corporate Communication Manager

Paris, France

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Links

[LinkedIn](#)

Languages

English (Native)

French (Work Proficiency)

Spanish (Basic)

About

An analytical and driven creative communication and marketing professional offering over 11 years of experience in content creation, social media management, journalism, public relations, and implementation of integrated marketing, and communications campaigns. Proven success in contributing to the development of brands, leading and moderating creative meetings. Looking to fill a leadership role to promote company values and build relationships within the internal team

BRANDS WORKED WITH

Cypheme SAS |

Dainik Bhaskar Post |

Hindustan Times Media Pvt. Ltd

PR Planet |

The Estee Lauder Companies |

TSD Corp. |

Warroom Strategies |

Experience

● Corporate Affairs Manager

The Estee Lauder Companies | Jul 2022 - Oct 2022

Spearheaded high-touch internal and employee experience/culture communication strategies leading to improvement of ESI by 30% Led corporate communication strategies within the powerhouse of brands, functions, and markets in the EMEA region. Monitored digital-led corporate content management systems and plans Strategized and managed large-scale creative corporate campaigns within EMEA Orchestrated and coordinated key social impact and sustainability communication projects Managed external communication and advocated leadership communications Successfully directed the company's annual CSR project- The Breast Cancer Campaign resulting in an increase in employee participation by 11% and Annual Flipbook

● Marketing Communication Trainee

Cypheme SAS | Jan 2022 - Jun 2022

Updated promotional and B2B marketing materials Collaborated to ensure updated materials are properly spread throughout different channels (website, catalogue, social media) Prepared long and short-form SEO-friendly content including blogs, white papers, press releases

● Senior Communications Manager

TSD Corp. | Mar 2019 - Dec 2021

Projects managed- MY Gov, Khadi and Village Industries Commission, Work With Dignity Foundation Led brainstorming groups for the creation of content with which consumers engage Proofread and revised effective marketing communication collateral

● Communications Manager

Warroom Strategies | Feb 2017 - Jan 2019

Propelled leadership communication with viable content creation for Shivraj Singh Chouhan, a prominent political leader in India Initiated crisis and leadership management for the project Appraised advertising and promotion content for compatibility with public relations efforts Worked with graphic designers, photographers and audio/visual developers on the production of necessary marketing material. Produced content for live tweeting and other social media platforms Devised social media campaigns to further public relations that increased Twitter followers to 7.5M, Facebook Followers to 3M Provided communication support in the organization of national and international events like Global Investor Summit, Friends of MP etc

● Freelance Public Relations Manager

PR Planet | Jan 2016 - Jan 2017

Planned, organized and executed press conferences, fashion shows, and other local events Created press releases, and media advisory and managed budget Monitored press coverage for clients including Vodafone, Coca Cola

- **Senior Correspondent**

Dainik Bhaskar Post I | Jan 2015 - Jan 2016

Led the lifestyle and entertainment section of the prominent newspaper Performed research and fact-checked to maintain a high standard of journalistic integrity Wrote, edited and produced over 60 attention-grabbing lifestyle stories for multiple platforms Mentored a team of trainee journalists, photojournalists, and graphic designers

- **Reporter**

Hindustan Times Media Pvt. Ltd | Jul 2011 - Dec 2015

Reported, and wrote articles 400 articles on lifestyle and entertainment for the premier newspaper brand Interviewed umpteen celebrities Mentored content production for digital platforms