



## KNOW ME IN 60 SECS

An experienced Business and Employee Communications Manager at John Deere India Pvt. Ltd., I specialize in creative execution, strategic communications, brand management, and crisis response. I have a strong history of developing creative strategies that boost brand presence and maintain consistent messaging across multiple platforms. My skills include leading projects, influencing teams without direct authority, and delivering solutions for executive engagement. In previous positions as a Graphic and Web Designer at Qtech Software Pvt. Ltd. and Integration Inc., I gained expertise in visual design, animation, and rebranding initiatives. I am proficient in Adobe Creative Suite, video production, social media strategy, and digital marketing.

**Career goal:** Design strategic and creative solutions to further enhance brand impact/ experience in local and global context. An ROI driven individual

## Business and Employee Communications – India Lead

John Deere India Pvt. Ltd. Pune, India | Aug 2011 - Present

- **Strategic Communications:** Developed a comprehensive communications strategy to support the organization's core narratives and country's strategic priorities.
- **Brand:** Crafted communications that reflected the organization's language, ensuring the content was both engaging and consistent with brand guidelines. Maintained alignment with the brand's standards for visual and verbal identity.
- **Creative Solutions:** Develop creative solutions that meet project needs for both short- and long-term initiatives.
- **Stakeholders (internal/external):** Communications consultant assisting pan India operations, departmental projects, events, and function's key themes. Also caters to:
  - **Global collaboration:** Work with global teams to achieve unified end-customer experience
  - **Agency Partners:** Work with external agency partners to ensure the tone of brand kept intact while seeking services
- **Executive Comms:** Collaborate with leadership to support executive communications, including townhalls, blogs, broadcasts, performance reports, people messages, and leadership change management.
- **Channels:** Lead internal digital channel strategy (Int. social media, Intranet, external website)
- **Analytics:** Evaluate communication impact, optimizing tactics through analytics. Tool based assessment – Survey, metrics, sentiment analysis, focus groups etc.
- **Crisis comms. and change management:** Adapt strategies in response to ecosystem changes. Minimizing negative impact on company reputation.

- **DoB:** 19/11/1985

#### LANGUAGES:

- English
- Hindi
- Marathi

#### INTERESTS:

- Human Psychology
- Deep conversations
- Cosmology
- Love cooking and nature

#### SOFT SKILLS:

*Solution-focused and organized, I value continuous learning and combine empathy with practicality to create effective solutions. Inspired by 'Onism,' I recognize the vastness of existence and countless possibilities.*

budget at the center-stage.

- **Directed design lifecycle:** Phases from concept to execution, ensuring on-time completion and measurement
- **Technical expertise:** Graphic design, 2D animation, audio/video editing
- **Web-development/maintenance:** HTML, CSS, DHTML. Webpage design, development and maintenance (client Walt Disney India)
- **Brand identity:** Directed rebranding projects

## Graphic and Web Designer

**Integration Inc.** Mumbai, India | Feb'07- Aug'07

A movie production house where I worked to support digital marketing and promotions of the shows and movies to create buzz around it. Graphic, web, AV editing, poster design were primary areas I worked in in this profile.

- Design visual concepts to market movies and shows on the web and print media
- Ensured quality by managing various design projects simultaneously
- Developed corporate identity packages aligning with brand messages

## Consultant

**Datamatics Technology Ltd.** | Mumbai, India | May'05- Sep'05

My first ever job that offered me exposure to work in a corporate environment, experience the importance of collaboration, teamwork and test my abilities to find my place in a big workplace.

## Education

### Master of Arts, Graphic Communication

University of South Wales, United Kingdom (2009 – 2010)

### Bachelor of Arts, Sociology

University of Mumbai, (2007 - 2009)