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Location: Delhi/NCR

ANAMIKA MALLICK

MARKETING & COMMUNICATIONS MANAGER

PROFESSIONAL & PERSONAL SKILLS

- Organizational & Employer Branding
- Internal Communications
- Corporate & Media Relations
- Strategic & Crisis Communication
- Exhibition & Event Management
- Leadership Messaging
- Social Media Management
- Employee Engagement Communication
- Content Strategy & Development
- Graphic & Visual Design
- Video Content Creation
- Newsletter & Report Writing
- Strategic Planning & Execution
- Storytelling & Copywriting
- Project & Stakeholder Management
- Creativity & Design Thinking
- Cross-functional Collaboration

EDUCATION

MASTERS IN MASS COMMUNICATION

Guru Jambheshwar University

2015 – 2017

PGDMC

NBA Group of Institutions, Delhi

2014 – 2015

B.SC.

Nagpur University

2010 – 2014

CLASS XII & CLASS X

Nagpur Divisional Board

2008 – 2010

ABOUT

With over **10 years** of experience in **Marketing Communications (Marcom)**, I specialize in driving brand growth through strategic initiatives across Communications, Content Development, Website & Social Media Management, Branding & Creative Design, Events & Exhibitions, and Media Management.

I collaborate closely with senior leaders and cross-functional teams to implement internal communication strategies that engage employees at all levels. This includes developing newsletters, key messages, blogs, presentations, branding materials, and executive communications. I also manage the end-to-end execution of external events and exhibitions, overseeing everything from budgeting to delivery.

My combined expertise in content development and graphic design allows me to create impactful branding campaigns that strengthen visibility both internally and externally, while fostering a cohesive company culture. If you are looking for a dynamic professional who delivers results with creativity and strategic focus, I would be a strong fit for your organization.

WORK EXPERIENCE

MARKETING & BRANDING MANAGER

PROTIVITI INDIA | FEBRUARY 2025 - CURRENT

- Managing **internal communications**, including mailers, policy updates, and event campaigns, ensuring clarity and timely delivery.
- Drafting and designing **leadership messages** for organization-wide communication.
- Creating and refining **communication materials and presentations** such as induction decks, MD meeting presentations, and other **HR collaterals**.
- Supporting the L&D team by drafting, editing, and **designing learning materials** to improve engagement and effectiveness.
- Driving **employer branding** through curated job postings, recruitment campaigns (including campus initiatives), and social media content to strengthen talent outreach.
- Supporting **HR events** and programs with tailored **communication strategies** and creative assets to enhance employee engagement.

MARKETING COMMUNICATIONS MANAGER

INOX WIND LIMITED | DECEMBER 2023 - FEBRUARY 2025

- Led the **end-to-end revamp of the Inox Wind website**, driving content development, design execution, and vendor coordination, resulting in a modern, user-friendly platform and a **40% increase in engagement**.

AWARDS

EMPLOYEE OF THE MONTH

Inox Wind Limited - Oct 2024

For Managing the grand participation at Windergy International Expo 2024

THE HALL OF FAME AWARD

NIIT Foundation - Dec 2023

For sustaining extraordinary performance for 3 consecutive years

SOCIAL MEDIA FANATIC 2023

NIIT Foundation - Dec 2023

For the Most Popular Employee on Social Media

THE SILENT SOLDIER AWARD

NIIT Foundation - Dec 2022

For unique innovations to increase NF visibility

CHANGEMAKER CHAMPION AWARD

NIIT Foundation - Dec 2021

For creating & leading positive change in the organization

THE SCULPTOR AWARD 2019, 2020 & 2021

NIIT Foundation - Nov 2019, Dec 2020 & Dec 2021

For the Most Creative Employee (3 consecutive years)

ANNUAL AWARDS 2020

NIIT Foundation - Dec 2020

For strengthening the process of fostering Change Maker Students

ANNUAL AWARDS 2020

NIIT Foundation - Dec 2020

For unstoppable efforts toward work

WALKING THE EXTRA MILE AWARD

NIIT Foundation - Nov 2019

For achieving organizational goals during FY19

NIIT WOW CARD

NIIT Foundation - Feb 2019

Awarded for working behind the curtain

- Created impactful **communication materials** such as, corporate brochures, presentations, product decks, videos, and other branding assets that enhanced brand visibility across stakeholders.
- **Collaborated with leaders and cross-functional teams** to craft communications and key messages for internal and external needs.
- **Developed content** for sales pitches, investor presentations, and government proposals that supported successful bids and funding.
- Led external **events and exhibitions** end-to-end, resulting in stronger market presence and increased lead generation.
- Designed and implemented **strategic communication plans** that aligned with organizational goals and strengthened brand equity.

MANAGER - MARKETING & COMMUNICATION ACTIVITIES

NIIT FOUNDATION | JUNE 2017 - DECEMBER 2023

- Created and managed **marketing collaterals**, including print materials, digital assets, presentations, and videos, while **coordinating with agencies** and vendors for quality and timely delivery.
- Developed comprehensive **communication plans** for each project, ensuring the visibility requirements of funders.
- Collaborated with **cross-functional teams**, including the leadership team, PAN India project teams, and HR team, to address their communication requirements for both internal & external communications.
- Managed **social media channels**, scaling LinkedIn community from 3,000 to 25,000 followers in 3 years (~**600% growth**) through curated content and targeted campaigns.
- Created and distributed **press releases** through relevant channels.
- Produced **quarterly newsletters, annual reports, and project case studies**, strengthening stakeholder awareness and highlighting organizational impact.

CORPORATE COMMUNICATION EXECUTIVE

NUTS AND BOLTZ | AUG 2015 - JUL 2016

- Managed all **social media platforms**, consistently posting engaging content that enhanced brand visibility and boosted audience engagement.
- Prepared and released **weekly newsletters** with an average **35% open rate**, keeping subscribers informed with timely updates and promotions.
- Developed **marketing content and promotional graphics** that generated excitement for upcoming events, driving higher attendance.
- **Wrote blogs** tailored to target audience needs, contributing to a **20% rise** in website traffic.
- Created and distributed **press releases** on free PR sites, expanding media coverage and strengthening brand exposure.
- Maintained **strong relationships with clients**, consumers, and Makerspace visitors, ensuring a **90%+ satisfaction rate** through responsive communication and support.

PROFESSIONAL CERTIFICATIONS

EXECUTIVE PROGRAM IN MARKETING & BRAND MANAGEMENT FOR NEW AGE BUSINESSES

IIM Kozhikode - Pursuing (Expected Completion by October 2026)

STRATEGIC PLANNING - A GENUINE CONTACT WAY MODULE

Genuine Contact™ - July 2023

MARKETING ESSENTIALS CERTIFICATE PROGRAM

NonProfitReady - Aug 2021