

# Sahana Chowdhary || Brand Strategist

With 7 years of work experience in the communications industry, I aspire to solve business problems of clients and its stakeholders

✉ sahu25@gmail.com

📞 +1 561-909-8372

📍 New York City

🌐 <https://bit.ly/2USXUD2>

## SUMMARY

- Masters in Branding and Integrated Communications from The City College of New York
- Skilled in account management and designing integrated communications campaigns which are research-driven, insightful, strategic and result oriented
- Experience in driving visibility for C-suite executives, driving narratives and ensuring relevant media
- Strong interpersonal skills and the ability to understand and manage cross-functional teams

## WORK EXPERIENCE

Edelman, India

Dec 2011 to July 2015

Senior Account Manager

Clients- Tata Power and Tata Housing

- Developed and spearheaded multiple integrated communications campaigns which helped client achieve 80 percent of their annual communications plan
- Successfully initiated crisis communication plans and suggested the client for relevant messaging and actions
- Managed and developed a team across Edelman offices in India
- Co authored edit pieces on topics like plant efficiency, sustainability, infrastructure development etc. in the power sector
- Leveraged relationships with the senior editors and journalists in media
- Activated media intelligence and social listening during any crisis situation
- Demonstrated strategic decision making skills during crisis situation at international locations
- Drafted and edited media collaterals

MSL Group, India

Jan 2009 to Dec 2011

Senior Account Executive

Clients- Piramal Glass, Binani Cement

- Actively worked towards generating new leads for new business development and strategized ideas for pitch presentations
- Demonstrated proper understanding of roles and procedures of IPO (Initial Public Offering) and worked on planning and execution of IPO related activities
- Consulted with clients on business issues and developed innovative proposals

## PROJECTS

Branding and Integrated Communication, The City College of New York Student

Aug 2017 to May 2019

- End Child Marriage- The PR branding assignment was developed in partnership with UN women to raise global awareness on the issue of child marriages
- Opioid Epidemic- Created awareness on the addiction warning signs; and educate the target audience about the steps they, and their loved ones, can take towards recovery
- The future of co-working space- This strategic idea was developed with the objective to provide an accessible place to work for small entrepreneurs and freelancers in small towns

## SKILLS

Public Relations

Strategic Planning

Client assessment and analysis

MS Office

Team Lead

Crisis Management

Media Relations

Adobe Suite

## HONORS

- Nominated for "Young Ones" client pitch at One Show for IL Makiage, "Make-up for maximalist" campaign
- Earned DezMax scholarship (a scholarship to celebrate the life of Desmond Maxwell and is eligible to students who have a cause to champion)
- Awarded first prize for "Innovative" idea at Graduate Symposium at The City College of New York

## EDUCATION

- Branding and Integrated Communications, The City College of New York (Year 2017- 2019)
- Post Graduation Diploma in Advertising and Marketing, EMPI Business School, New Delhi (Year 2007-2009)

## INTEREST

Travel



Food



Make-up

