



# APARAJITA MAITRA

- ◆ CORPORATE COMMUNICATIONS
- ◆ CONTENT DEVELOPMENT
- ◆ BRAND STORYTELLING

+91-9717350101

✉ [aparajitavampoo@gmail.com](mailto:aparajitavampoo@gmail.com)

🌐 Gurgaon, India

[In](#) [LinkedIn](#)



## ABOUT ME

Strategic & dynamic Corporate Communications professional with 7+ years of diverse experience in internal and external communications, digital marketing, content strategy, brand positioning, & stakeholder engagement.



## ACADEMIC CREDENTIALS

### M.A. (History) ▶

Jadavpur University, Kolkata | 2006

Secured National Scholarship during Post Graduation (History Honours – 1<sup>st</sup> Class, 3rd in the university)

### B.A. (History) ▶

Jadavpur University, Kolkata | 2004

Secured National Scholarship during Graduation (History Honours – 1st Class, 2nd in the university)



## CERTIFICATIONS

- Online internship in Digital Marketing– Stukent, 2025
- Post Graduate Program in Digital Marketing – Purdue University, USA (via Simplilearn), 2024
- Google Professional Certificate – Digital Marketing & E-commerce, 2024
- Certificate in MS Office & Internet Tools – NIIT (Career Edge), 2005



## COURSES & TRAININGS

- Prepared intensively for the GMAT examination in 2014 through specialized coaching.
- Civil Services exam training at RAU's IAS Study Circle, Delhi (2006–mid-2008).



## CAREER HIATUS

### 2014 – Present

- Explored the possibility of higher education through GMAT preparation and later focused on upskilling through structured digital marketing certifications.



## EARLY CAREER

### Sr. Executive, Client Relationship

Om Logistics Limited, Kolkata | Dec. 2006 – Jan. 2008

### Content Writer

Compare Infobase Ltd., Kolkata | Jul. 2006 – Nov. 2006



## PROFILE SUMMARY

- Proven expertise in crafting impactful **narratives**, leading **cross-functional communications** initiatives, & aligning content strategies with business goals.
- Adept at liaising with senior leadership, managing **global communications** processes, & supporting business development efforts through compelling content & creative campaigns.
- Demonstrated success in managing high profile **interviews**, **client servicing**, **leadership communications**, **employee engagement** programs, and event management.
- A trusted communications advisor with a sharp eye for detail and a passion for storytelling that inspires, informs, and elevates brand visibility.



## PROFICIENCY MATRIX

Corporate Communications Strategy	Brand Standardization & Compliance	Client Servicing
Marketing Communications	Event Management	Media Outreach
<ul style="list-style-type: none"><li>Internal Communications</li><li>External Communications</li></ul>	<ul style="list-style-type: none"><li>Value Proposition Programs</li><li>Content Creation and Editing</li></ul>	
<ul style="list-style-type: none"><li>Digital Marketing</li><li>Employee Engagement</li></ul>	<ul style="list-style-type: none"><li>Crisis and Change Communication</li><li>Business Development Initiatives</li></ul>	



## CAREER CONTOUR

### Assistant Manager –

Corporate Communications



Teleperformance

Manager – Customer Service Operations

Stukent Internship

Jun. 2009 – Oct. 2010

Oct. 2010 – May 2012

May 2012 – Jan. 2014

Jan. 2024 – Sept. 2024

Jan. 2025



Manager – Corporate Communications



Upskilling



## UPSKILLING

- Online Internship in Digital Marketing (Student Internship) | Jan. 2025**  
A career-relevant, work-integrated learning experience simulating months of real-world training through a semester-long, role-specific digital marketing simulation.
- Post Graduate Program in Digital Marketing – Purdue University, USA (via Simplilearn) | Jan. 2024 – Sept. 2024**  
Comprehensive 9-month online training covering SEO, SEM, SMM, Email Marketing, Google Analytics, and integrated campaign planning.
- Google Career Certificate – Digital Marketing & E-commerce | Apr. 2024 – Sept. 2024**  
Intensive 6-month training in SEO, SEM, SMM, Email Marketing, Google Analytics, and E-commerce best practices.



## WORK EXPERIENCE

**Manager – Customer Service Operations (Acquisition Experience) | Bharti Airtel Ltd., Gurgaon | May 2012 – Jan. 2014**

### Key Deliverables:

- Structured e-learning modules for Airtel Money to enhance product knowledge of employees, retailers, & distributors, reducing service skill gaps across touchpoints.
- Led strategic communications for Airtel Money, mHealth, and Customer Service Ops, ensuring alignment of messaging across internal stakeholders & external partners.
- Designed IVR flows, call scripts, iPortal and content architecture for mHealth, aligned with Airtel's experience standards and telecom industry benchmarks.
- Analysed call centre and partner KPIs—resolution, SLA compliance, and call quality—to monitor performance and improve service delivery for acquisition operations.
- Facilitated coordination between Centre & Circles to implement customer service initiatives, ensuring consistency & efficiency in project execution.
- Managed Benchmarking Dashboards, Functional Scorecards and supported governance via daily checklists, midyear reviews
- Captured voice of customer (VOC) insights and drove process improvements to support Circles in achieving acquisition service targets and experience goals.
- Ensured timely execution of change requests and updates on iPortal, facilitating transparent process transitions across customer service systems.

#### Key Achievements:

- Received Silver Award at Airtel for crafting high-impact e-learning content that empowered frontline stakeholders and improved service training effectiveness.
- Enabled faster onboarding and knowledge transfer for Airtel Money field personnel by reducing training time and increasing product assimilation efficiency.
- Standardized performance tracking and benchmarking mechanisms for acquisition KPIs, improving review accuracy and identifying service improvement opportunities.
- Delivered actionable partner performance analytics, influencing resolution metrics, SLA adherence, and call quality across key customer acquisition channels.
- Tracked achievements and enforced functional discipline through newsletters, dashboards, daily control checklists, and structured midyear and annual reviews.

#### **Manager – Corporate Communications & Marketing (Marcomm) | Teleperformance India, Gurgaon | Oct. 2010 – May 2012**

##### Key Deliverables:

- Directed concept, scripting, stakeholder coordination, and execution of two AVs showcasing CSR initiatives and employee-centric culture for brand storytelling.
- Developed Teleperformance India dossier, brochure, marketing inserts to reinforce business positioning & enable client-facing showcases.
- Authored leadership messages, MD updates, business communiques, milestone reportage, and promotional content for events, recruitment, and employee engagement campaigns.
- Proofread, edited & refined internal newsletters, advertisements, onboarding materials, press releases for both digital, physical channels.
- Ensured brand alignment across Teleperformance sites, maintaining quality and adherence to global branding and premises design guidelines.
- Designed brand positioning, presentation planning, content strategy participation in the Great Place to Work Survey 2010–2011.
- Assisted in content structure development for the internal employee engagement survey, improving clarity, alignment, and response quality.
- Created customized e-brochures, milestone reports, and newsletters tailored for client-specific partnership initiatives & engagement updates.
- Planned and promoted internal and external campaigns including CEO Chats, Townhalls, and Airtel Delhi Half Marathon to drive participation.
- Partnered with frontline teams for creative ideation, event visualization, communication planning, and campaign delivery.

##### Key Achievements:

- Successfully launched “Corporate AV” which entailed ideation, in-house scripting, reviewing visual appeal & aspect, owning overall execution.
- Successfully launched two full-cycle AV projects on employee passion, CSR, managing ideation, scripting, visual quality & vendor coordination.
- Played pivotal role in shaping brand narrative and corporate image during the Great Place to Work Survey campaign for 2010–2011.
- Enabled comprehensive visibility planning and creative alignment across all corporate communications platforms and showcase tools for internal and external stakeholders.
- Strengthened business development & employer branding via impactful marketing assets including TP India AV & visual-rich corporate dossier.
- Strengthened internal and client communication experience through timely and high-quality content and creative marketing interventions.

#### **Assistant Manager – Corporate Communications (Global Core Team Member) | Aegis Ltd, Gurgaon | Jun. 2009 – Oct. 2010**

##### Key Deliverables:

- Supported creation of global communication guidelines, process flows, and calendar for unified messaging across India and international business locations.
- Developed and refined content for Global CEO, MEA & APAC President, and site heads to align strategic vision with internal audiences.
- Collaborated with business verticals to embed Employee Value Proposition messaging into induction kits and HR processes to strengthen employee engagement.
- Scripted business updates, process launch notes, milestone stories, & continuity messages for internal communications across geographies.
- Proofread, edited, and standardized employee connect collateral and corporate branding content for digital displays and print across locations.
- Authored articles for client newsletters highlighting Aegis brand presence & success stories in high-visibility, client-owned communication platforms.
- Managed & updated intranet content & global online newsletters ensuring timely communication & organizational alignment across global locations.
- Led reportage for leadership summits, goal-setting sessions, & employee events including townhalls, focus groups, & roundtable interactions.
- Structured the Aegis Integration Briefing Kit to help global partners (South Africa, Australia, Sri Lanka) adapt to the Aegis culture.
- Assisted in tracking and evaluating communication performance using Global Comms Dashboards and during vertical rhythm reviews.

##### Key Achievements:

- Spearheaded communication planning and execution for strategic events across India and served as North India SPOC and Global Events Strategist for corporate events.
- Led internal and client crisis communication response during the Gurgaon exigency, ensuring transparency, reassurance, and timely updates.
- Contributed to streamlining the global communication process and aligning vertical strategies with core corporate messaging.
- Enabled integration between business units and communication function through joint planning, review, and global rollout coordination.

#### **Sr. Feature Writer | Rico Auto Industries Ltd. (OctanMedia Pvt Ltd.) | Jul. 2008 – Jun. 2009**

##### Key Deliverables:

- Conducted exclusive interviews with Cherie Blair, Dr. Kiran Bedi, Siddharth Basu, Simran Kaur Mundi, Sushma Bertia, and Deepika Jindal.
- Delivered coverage of Wills Lifestyle India Fashion Week and Delhi Fashion Week, building ties with designers and PRs for exclusive access.
- Created content and visual concepts for websites, SEO articles, and marketing materials for Maruti, Dell, HP, BMW, Sheraton, Park Plaza, Jaypee Greens Constructions and more.
- Oversaw storyboarding & brand-aligned content development for Payworld.com & Rico-Reicom JV's Surveillance Optimization Mechanisms Project.
- Managed editorial direction for OctanWoman & OctanEntertainment, overseeing content, design layout, and multimedia content placement across both portals.
- Led webpage layout, advertisement placement, and gallery uploads, ensuring cohesive visual and editorial experience across digital platforms.

##### Key Achievements:

- Secured high-visibility coverage through exclusive interviews and event reporting, enhancing brand authority and media relevance.
- Built content strategies closely aligned with client branding goals, ensuring repeat collaboration across hospitality, automotive, and tech sectors.
- Boosted online and offline brand recognition through impactful storytelling, digital media, and event reportage.
- Spearheaded original storytelling and multimedia planning for digital properties, establishing Octan portals as lifestyle & entertainment destinations.