

AMRITA DEY CHATTERJEE

Director Communications

📞 (+91) 9372887166 @ contact@amritadey.in 🌐 www.amritadey.in 📍 New Delhi, NCR



PROFESSIONAL SUMMARY

Communications leader with 15+ years of experience in strategic brand building and stakeholder engagement. Demonstrated ability to align organizational objectives with audience needs through purposeful communication strategies. Strong track record of leading cross-functional teams and delivering measurable results across technology, sustainability, fintech, FMCG, retail and other consumer sectors. Skilled at translating complex business propositions into meaningful narratives that drive stakeholder engagement and business growth.

WORK EXPERIENCE

GM - Marketing Communications

Lohum Corporation

📅 09/2024 - Present 📍 Location

🌐 www.lohum.com

- India's largest critical minerals producer, refiner & recycler.
- Revitalised 6 year old logo, brand narrative and imagery best suited to the new brand narrative.
- Developed and implemented strategic communications framework for India's leading sustainable critical minerals company.
- Led the conceptualization and launch of Lohum Experience Centre, integrating digital technology to enhance B2B engagement.
- Established strategic partnerships with key industry stakeholders and media to strengthen market position.
- Managed corporate communications and stakeholder relations, supporting business expansion initiatives
- Created comprehensive B2B engagement programs, including successful presence at major industry events

STRENGTHS



Successful Team SetUps

Searched, hired and retained good talent at all places of work: Planned team routine activities + reporting structures + annual goal-setting for team growth and a healthy company culture.



Mindful Coaching

Guided and mentored a max of 48 team members, across 2 Indian cities for team alignment, goal-setting & upskilling.



Cross-Team Collaborations

Known to collaborate with internal teams (PR, Media, Tech, Production, Web and more) for 360 degree brand planning.

SKILLS

Strategic Communication

Media Relations

Brand Management

Crisis Communication

Internal Communication

Digital Communication

Social Media Management

Public Speaking

Leadership

Team Management

EDUCATION

Masters in Creative Communication

MICA, Ahmedabad, India

📅 2007 - 2008

M.A in Film Theory & Communication

Jadavpur University, Kolkata, India

📅 2005 - 2007

WORK EXPERIENCE

Head - Marketing Communications

4AM Worldwide Pvt. Ltd.

📅 2021 - 2023 📍 Mumbai & Bengaluru, India

🔗 4amworldwide.com

- An integrated creative agency with an in-house animation studio (framegame.in).

- Restructured and re-architected the creative agency, post new ownership for Mumbai & Bengaluru offices.
- Met a revenue target of Rs. 10 Crs (networth) in less than 18 months.
- Won new businesses, renewed older retainers and built long-term client relations.
- Built, nurtured and developed an award-winning creative culture amongst 150+ employees.
- Collaborated with top industry pioneers to conduct and foster brand innovation workshops across teams, every quarter.
- Represented the agency as jury member and participant in several industry-led conferences / award shows for networking, maintaining media relations and image building.
- **Clientele:** Nexus Malls | House Of Hiranandani | Anurag Kashyap (GoodBad) Films | Clean Slate OTT | Ather Energy | Sriram Properties | Runwal Group | R City Mall | Marflix Pictures | CRY UK | Aurum Proptech | Public Relations Consultants Association Of India (PRCAI) | Piramal Capital | Wonderchef | Dept. Of Fisheries, Govt. of Andhra Pradesh | Fairtrade India | Tech Entrepreneurs Association Of Mumbai | Emaar India.

Co-Founder & Creative Head

LightsOut Studios

📅 2019 - 2021 📍 Mumbai & Pune, India

🔗 lightsout.studio

- Co-founder of a product & design studio.
- Developed co-working modules for cross-functional teams i.e., UI, UX, video production and digital marketing.
- Built and cultivated a safe, enthusiastic team culture for Pune and Mumbai offices.
- Won, developed and executed integrated marketing campaigns for health brands keeping the pandemic situation in mind.
- Collaborated with mental health experts to craft communication modules and campaigns for social awareness.
- **Clientele:** Unicef India | Tego Sports | Kapiva | CultSport | Fittr | Sosh | Hindustan Unilever - Home Brands (HUL).

EDUCATION

B.A in Comparative Literature

Jadavpur University, Kolkata, India

📅 2002 - 2005

AWARDS



Innovation Award - CII Annual Summit 2024



Cannes Finalist - Hotel Ramada & Reebok India



Global Awards NY - Glenmark



Clio Sports - Reebok India



DMA Asia Echo - Bobbi Brown



Kyoorius Design - Clean Slate Films



Abby's - Bobbi Brown



ET DigiPlus - Nexus Malls



Realty+ - R Mall



Promax Asia - Times Television



AGIF - MAI, Bhaukaal & Salt City



FoxGlove - Clean Slate Films



Afaqs Startup Brand - Good Bad Films



Agency Reporter's Front Benchers - ICICI Prudential Mutual Fund



Konnnect Insights Excellence - Sriram Properties

CERTIFICATIONS

Digital Marketing & Disruption

Columbia Business School, USA

Generative AI

Google India's Introduction to Generative AI

Data Analytics

Google GA Certification

WORK EXPERIENCE

Team Lead

Isobar - Dentsu International, India.

📅 2017 - 2019 📍 Mumbai, India

🌐 dentsu.com/in/en

- An integrated marketing solutions and agency service provider for brand solutions, media and CXM, worldwide.

- Reported to the National Creative & Strategy Head (both) as key performer under the Isobar wing of Dentsu International.
- Formed new creative pods with cross-functional teams (tech+media+UX) as dedicated teams for retainer clients - resulting in more awards and better sales.
- Key member of the Isobar Lab that infused new tech ideas into brand communication (in line with business goals).
- Created award-winning work in collaboration with the Bengaluru and Delhi based teams.
- Awarded as the highest pitch converter and the best performer at Dentsu's internal award ceremony at Kuala Lumpur, Malaysia.
- Represented the team and network in all national and a few international award shows / industry conferences.
- **Clientele:** Visa India | VIP Industries | Godrej | Boyce | Estee Lauder | Reebok India | Voot OTT | Aditya Birla Finance | Ramada Hotels | Marks & Spencer | Ceat Tyres | Oxemberg Shirts.

Senior Producer

Times Television Network

📅 2014 - 2017 📍 Mumbai, India

🌐 timesnetworksyndication.com

- The broadcasting wing of one of India's largest media houses i.e., The Times Group, streamed across 100 countries, worldwide.

- Key team member of a creative thinktank, responsible for packaging and identity creation of all branded content, on-air programmes and online content.
- Key planner and execution team member for launch projects - Romedy Now, Zoom TV and Movies Now HD.
- Developed, scaled and established the TTN brand language across all channels for brand building.
- Worked in partnership with digital marketing teams of all 5 channels to build and reshape on-air content for social media platforms.
- Worked closely with internal studios - smoke, post production and sound recording teams for final deliveries.
- **Clientele:** Romedy Now | Movies HD Now | Times Now | Zoom TV | ET Now.

Senior Brand Manager

Ogilvy One

📅 2008 - 2014 📍 Mumbai, India

🌐 ogilvy.com

- The iconic name that schooled top brand experts of today, specialising in advertising, PR and brand consulting across 131 offices in 93 countries, worldwide.

- Learnt the fine art of blending brand purpose, audience requirement and product offering - for generating brand love.
- Co-wrote and ideated memorable brand campaigns for brand awareness and sales.
- Learnt to craft effective case studies for strong award entries.
- Won national and international awards along with the larger team.
- **Clientele:** Cadbury India | GlaxoSmithKline (GSK) | Jagran Group | Bill Gates Foundation | Vodafone India | Abbott | Glenmark India.

CERTIFICATIONS

Julian Cole

Strategy Finishing School, USA

REFERENCES

Subrata De

Global Head - Programming, VICE Media, USA.

Anish Varghese

Ex-National Creative Head, Isobar - Dentsu International, India

Shabeena Ahmed

Sr. Principal Consultant, Infosys Consulting, USA.

Sweta Mehta

Head, Digital Marketing ICICI Bank, India

Dr. Chidambaram Mandan

Head, R&D, Lohum India