



# MITALI CHAKRABORTY

mitali.chakraborty1992@gmail.com

COMMUNICATIONS STRATEGIST

## OVERVIEW

With over seven years of diverse experience in the developmental, advertising, and publishing sector, I have worked with **United Nations' agencies**, corporate giants, and unicorn start-ups across verticals: digital media, print, and branding, managing and leading end-to-end content processes.

In an endeavor to continue making impactful change, I am now looking for an opportunity that can fuel my curiosity and creativity, along with honing my expertise to become a global leader in SDG communications, underlined by actions taken as an ethical, inclusive, and goal-oriented professional.

[in /in/mitalichakraborty](https://www.linkedin.com/in/mitalichakraborty)

[web portfolio link](#)  
\*\*open in browser view only

## EXPERIENCE : 7+ YEARS

- UNEP Secretariat of the Convention on Biological Diversity, Montreal, Canada

Consultant - Social Media Content Strategy  
SEP ' 22 - PRESENT

360° Social Media Management (7 Channels)

Strategy, support & promotion of Part 2 of the 15th meeting of the Conference of the Parties (COP 15) & UNFCCC COP 27

Team Lead: 10+ supervises

Content & Design Production (digital multimedia)

Leadership Communications: Executive Director's Office (Twitter & LinkedIn)

Campaigns and Events: International UN Days

Global Partnerships (UN agencies & others)

Data, Analytics, Research & Reports
- UNESCO MGIEP

COMMUNICATIONS OFFICER  
AUG' 20 - AUG' 22
- SHARECHAT (BY TWITTER)

PRE SALES MANAGER : FORTUNE 500 ACCOUNTS  
SEP' 19 - JUL' 20
- CREATIVA INDIA (ONE STOP ADVERTISING-AGENCY)

SOCIAL MEDIA EXECUTIVE & COPYWRITER  
JAN' 18 - MAY'19
- PENGUIN RANDOM HOUSE

EDITORIAL ASSISTANT  
MAY' 16 - JAN' 18
- ENCYCLOPAEDIA BRITANNICA

ASSISTANT EDITOR, ELT  
NOV'15 - APR'16

## ACCOUNTS & PARTNERSHIPS



## EDUCATION

- B.A. ENGLISH (HONS) : UNIVERSITY OF DELHI  
2010-2013
- M.A. ENGLISH : UNIVERSITY OF DELHI  
2013 - 2015
- CERTIFICATION: GOOGLE, FUNDAMENTALS OF DIGITAL MARKETING  
2020

## SKILLS & SOFTWARE

- Communications Canva & Adobe Creative Suite
- Social Media Wordpress & Wixwebsite
- Graphic Design Google Adwords & Analytics
- Partnerships MailChimp (email/newsletter marketing)
- Campaign Management Facebook/Twitter/LinkedIn Analytics
- Brand Identity Talkwalker, Meltwater, Crowdtangle
- Project Management Hootsuite, Later, Buffer, Trello
- Data & Research Typeform, Paperform, Survey Monkey



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## CORE COMPETENCIES OVERVIEW

### Content Strategy, Management & Production (Social + Email + Web)

Designing and producing multimedia toolkits (all assets: videos, GIFs, podcasts, LIVES, reels, audiograms, creatives, posters, presentations etc)

Web traffic management (organic + paid) on Google & external networks: SEO + SEM

Email/Newsletter marketing (design + production + dissemination)

Complete social media management (Facebook, Instagram, Twitter, LinkedIn, YouTube, Wikipedia, Tik Tok, Snapchat & emerging platforms)

Running performance marketing/Ad operations - with key focus on A/B testing on demography & TG

Digital audience intelligence tools (trend mapping, data analysis, scheduling): Talkwalker, Meltwater, Crowdtangle, Hootsuite, Trello

Community management: onboarding and sustenance

### Revenue Generation

Fundraising (private sector)

Budgeting & finance (communications)

Sales pipelines & forecast

High-value proposals

Vendors onboarding (RFPs + contracts)

P&Ls (profit & loss balance sheets)

### Editorial (Print/Digital)

(Writing + editing + proofing): publications, press releases, interviews, speeches, petitions, statements, articles, op-eds, briefings/debriefings, surveys, blogs, podcasts, brochures, media notes, social media + web content etc

Publications & book production (end-to-end): manuscript finalization + editing (structural + line) + design & production briefs + layout + putting to press

Workshops, training sessions and virtual event storyboards

Brand and communication pitches/decks

### Partnerships, Campaigns, Influencer Marketing, Press & Events

Global partnerships (onboarding and management) across verticals for digital campaigns: UN agencies, iNGOs, corporates, media/creative partners, influencers, policymakers, governments, senior leadership & decision makers, UN Field Offices, Think Tanks, etc

Project management (end-to-end): international campaigns, high-budget client accounts & flagship events (UN Secretariat, Field Offices + HQ)

PR management, press meets & media reporting (including production & dissemination of media briefing assets)

Mission trips: international (HQ) + national (field)

### Teamwork & Collaboration

Cross-functional project management: with Director's office, programme staff, IT, design, sales, editorial, videographers, graphic designers, editors, finance, admin, legal & interns

## MILESTONE ACHIEVEMENTS

UNEP Secretariat of the Convention on Biological Diversity's COP 15 (Montreal, Canada): The campaign hashtag (#COP15) generated **2.6 Billion** reach on Twitter and **13.5 Billion** impressions while trending at **No 1** position on the platform. The Good Will Ambassadors who endorsed COP 15 were **Leonardo Di Caprio, Mark Ruffalo, Antonio Banderas, Hindou Oumarou Ibrahim, Dia Mirza, Greta Thunberg, UNEP Regional GWA (Catalina Robayo and LiBingBing), UNESCO Regional GWA (Maya Gabeira) and WWF Regional GWA (Ivan Lalande and Natalia Reyes)** to name a few. The total reach of influencers **crossed 100 million** followers.

UNESCO MGIEP: Social Media Lead for Launch of The International Science and Evidence-Based Education (ISEE) Assessment at UNESCO HQ in Paris (March 2022) in 6 languages headlined by Ms. Steffania Giannani, ADG UNESCO HQ Education Sector, with attendance of **more than 30 Member States across 5 UNESCO Regions**. The Facebook & Youtube Campaign generated over a million views and the event hashtag on Twitter had a reach of 200,000 (organic).

ShareChat: Account lead (digital + content) for Fortune 500 high-budget campaigns with WPP & Publicis Groupe agencies such as Coca-Cola India, Facebook and PepsiCo that generated over **100,000 USD** in advertisement sales revenue.

Creativa India: Agency winning a Silver Sammie at Social Samosa Social Media Awards 2018 for the Penguin Random House India account in **Content Marketing Category**.