

# Jyoti Panday

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## Work Experience

*6+ years of experience in Communication & Strategy, Research, Campaign Management, Events, Public Relations & CSR*

### Stakeholder Forum

#### Project Assistant

**(August 2013 to December 2013)**

*Key Functions: Research, Programme Management and Outreach*

- Helped in engaging National Councils for Sustainable Development (NCSDs) with the UN process on sustainable development goals, responsibilities included outreach, maintaining records and assisting collaboration to help establish a global network
- Planned and delivered training and outreach programmes to inform and involve policymakers, academics and the public with the intergovernmental process on the post-2015 global development agenda
- Analyzed and helped maintain proposals relating to the Fifth Session of the Open Working Groups on Sustainable Development Goals (SDGs) e-inventory, part of the intergovernmental process on post 2015 development agenda
- Assisted with research and administration to support the forum's work on Renewable Energy Policy

### Foundation for Democracy and Sustainable Development (FDSD)

#### Communications and Outreach Officer

**(December 2012 to April 2013)**

*Key Functions: Campaign Management, Content Generation, Media & Social Media Outreach*

- Worked closely with the Director, in preparation for and the launch of a Manifesto for Democracy and Sustainability and its associated online collaboration platform
- Collaborated with internal stakeholders, partners, vendors and designers to coordinate information gathering, planning, design, development, testing and delivery of [www.democracyandsustainability.org](http://www.democracyandsustainability.org)
- Recorded and edited audio and/or video recordings from stakeholders and general public on manifesto, sourced images, footage and creative commons resources towards launch video <https://vimeo.com/democrability>
- Identified and managed new opportunities to disseminate the manifesto, for example through partnership development with individuals and institutions as founder signatories, blog posts
- Promoted the Manifesto and the campaign through social media and in coordination with institutional and partner networks, commissioned stories through media competition
- Disseminated FDSD's work on democracy and climate change through editing and writing reports and background research papers, designed and disseminated newsletters, maintained and updated [www.fdsd.org](http://www.fdsd.org)

### University of London Union (ULU)

#### Conference and Events Assistant, Operations

**(September 2011 to December 2012)**

*Key Functions: Events, Client servicing & Marketing*

- Planned, coordinated and executed a range of events in collaboration with students, societies, internal and external stakeholders including marketing and promoting events and designing materials and merchandise
- Primary client servicing contact, handled queries and complaints resolution for all internal, external clients and partners using/hiring ULU's services and facilities
- Administrative and logistics support in maintaining databases and coordinating activities between all University of London member colleges

### Tata Teleservices Limited (TTSL)

#### Deputy Manager, Corporate Affairs

**(September 2008 to September 2010)**

*Key Functions: Public Affairs, PR, Media Relations, Internal Communication & Corporate Sustainability (all brands)*

- Strategic Planning and Implementation including corporate positioning, relationship management, reputation management, networking and industry intelligence, brand and communication advice
- Timely and effective communication for media and crisis management; organized media coverage, tracked PR effectiveness, conducted media surveys, liaised with colleagues & external agencies; managed PR budgets
- Updated intranet and employee forums, designed, edited and wrote for internal magazine 'Dialog', created and wrote copy for posters and adverts
- Strategy and implementation of nationwide CSR practices; increased awareness and participation at all levels of management, tracked and monitored achievement of targets

## Dalmia Cement Bharat Ltd (DCBL)

Senior Executive, Corporate Communications

(February 2008 to August 2008)

Key Functions: Corporate Branding, Public Relations & Media Relations

- Researched and processed gaps in communication, created branding and PR handbook for seamless brand integration and identified areas for strengthening outreach with stakeholders, media strategy, events and investor relations

## Vaishnavi Corporate Communications Ltd (VCCPL)

Account Executive

(April 2007 to January 2008)

### Academic

Masters degree from one of UK's top colleges

#### MSc Public Policy, Queen Mary, University of London

(September 2010 to September 2011)

Theories of Policy making; Democracy for Plural Societies, Policy Analysis for the Developing World; International Security (Grade: Merit)

Dissertation (Distinction): Virtual Agora—Analyzing the potential of the Internet to create a Public Sphere

#### PG Diploma Ad and PR, Indian Institute of Mass Communication

(July 2006 to March 2007)

Strategy and Brand Management, Creative Planning, Corporate Communications, Public Relations and Advertising Strategy (Grade: Distinction)

#### BA English Literature, St Xavier's College, Calcutta University

(April 2003 to April 2006)

English Language and Literature; Journalism and Film Studies (Grade: Merit)

### Skills



#### Technical

Adobe Photoshop, Adobe PageMaker, Corel Draw, MS Office, Windows Media Maker, InDesign, MailChimp, HTML & CSS  
Trained at Netroots Digital Skills



#### Languages

English  
Hindi  
Bengali  
French (Basic)



#### Interests

Learning to code  
Travelling  
All things Web

### References

Halina Ward, Director, International Partnerships, Future Cities Catapult (UK)

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Jack Cornforth, Project Officer, Stakeholder Forum (UK)

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Rajeev Narayan, Head, Public Affairs at Reliance Group (India)

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