



Tushar Sharma

Corporate Communication Professional

Internal & External Communications | Employer Branding | Executive Communications | Crisis & Reputation Management | Media Relations | Change Communications | Brand Management



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SUMMARY

Strategic communications professional with 9 years of experience, driving high-impact internal and external initiatives, leadership visibility, and brand reputation across multiple sectors.

- ✓ **Digital Transformation & Website Revamp:** Redesigned and launched the **Dalmia Cement website**, delivering a faster, responsive, and user-centric experience, significantly enhancing accessibility and engagement. Consolidated and streamlined digital presence for the **Serendipity Arts Festival**, merging **three websites** into an SEO-optimized hub and driving annual traffic from <5K → 57K+ users.
- ✓ **Influencer & Campaign Management:** Executed the first-ever **influencer meet for Red Fort Jai Hind Light & Sound Show**, achieving **708K reel views, 48.6K likes**, and follower growth from 2.3K → 5.5K, while securing unpaid collaborations saving ~₹4.5L. Led **Gopi Chand Badminton Academy social media launch**, achieving **11.5M+ video views, 13.2M+ post reach, ~1M engagements**, and influencer reach of 4M+ through unpaid partnerships.
- ✓ **Social Media Strategy & Growth:** Developed platform-specific content across channels, growing LinkedIn followers from **145K → 322K** and driving broad stakeholder engagement. Spearheaded **Serendipity Arts Festival promotion**, growing Facebook from **5K → 1.22L** and Instagram from **279 → 27.2K**; conceptualized event launch videos with 517K+ YouTube views.
- ✓ **Innovation & User Experience:** Launched the **Serendipity Festival App**, enabling a fully digital, sustainable, and paperless event experience. Implemented video-focused strategies leveraging algorithms to reach 25M+ users, consistently enhancing brand visibility and engagement.

WORK EXPERIENCE

Dalmia Bharat Group

Deputy Manager - Corporate Communications

March 2023 - Present

Internal Communications & Employer Branding

- **Spearheaded internal communications**, connecting employees through townhalls, newsletters, intranet campaigns, and emailers, boosting engagement by 40%; revitalized newsletter storytelling to achieve a sustained 25–35% lift in participation and interest.
- **Led internal communication campaigns** across newsletters, intranet, and leadership forums, driving a 37% increase in employee participation.
- **Unified communication across multiple business units**, ensuring that during key organizational milestones, every team received a consistent, clear message rather than mixed signals.
- **Analyzed & optimised engagement metrics**, feedback, and participation data to continuously refine communication strategies, improving transparency, trust, and overall employee satisfaction.
- **MD & CEO Social Media Presence:** Strategically strengthened Mr. Puneet Dalmia's social media presence by curating thought leadership content around industry outlook, sustainability, and nation-building, resulting in enhanced executive visibility, stronger stakeholder engagement, and consistent leadership positioning across platforms.

External Communications & Digital Initiatives

- **Managed the full scope** of external communications and media strategy, supporting corporate reputation, leadership visibility, and brand consistency across channels.
- **Led end-to-end social media strategy**, creating and curating posts, videos, infographics, and campaigns while managing publishing, community engagement, ORM, and performance tracking, driving measurable increases in brand visibility, stakeholder engagement, and digital reach.
- **Led high-impact external campaigns and brand initiatives**, including a UX-focused website revamp, while managing agencies and vendors to ensure strategic alignment, on-time delivery, creative excellence, and effective reputation management, enhancing stakeholder engagement and brand credibility.
- **Acted as a single point of contact for media**, Digital agencies, and external stakeholders, coordinating 10+ partners to ensure message alignment and timely delivery.

- **Developed and executed comprehensive digital communication strategies** aligned with organizational goals, strengthening brand narrative across corporate, cement, Foundation, and allied business verticals.
- **Identified potential crises and directed crisis management efforts**, leveraging real-time social listening to detect viral escalation while deploying strategic mitigation plans and narrative control to minimize negative impact and maintain organizational trust.
- **Oversaw digital advertising initiatives** (PPC, display, and social media ads), optimizing spends and performance to achieve stronger reach, engagement, and ROI.
- **Prepared analytics and performance reports for leadership**, translating digital insights into actionable recommendations to improve communication effectiveness.

College Dekho Assistant Manager – Digital Marketing & External Communications

March 2022 - March 2023 (1 year 1 month) Gurugram, Haryana, India

I have been part of **key vertical** which generates the majority of the revenue.

- ✓ Act as the **single point of contact** for clients for digital management matters.
- ✓ Suggest, design, and implement digital projects to **increase** customer **ROI**
- ✓ Build strong, long-term **client relationships** and maintain frequent contact.
- ✓ Handling accounts like **Jain University NICMAR Business School**, University 18, MPGL, Cosmos Creative Academy Mumbai, Arena Animation, etc.
- ✓ Present social media strategies, report on web performance metrics, and **analyze digital campaign success**.
- ✓ Travel across the country for client meetings, reviews, and renewals.

Serendipity Arts Foundation Digital Marketing Specialist (A Munjal Initiative for Creativity)

May 2017 - March 2022 (4 years 11 months)
Defence Colony, Delhi, India

- Conduct social media audits to ensure best practices are being used
- Direct and execute all aspects of paid marketing efforts including implementation, monitoring, optimization, analysis and reporting.
- Interact with Artists / clients to understand the brief, discuss solutions and to regularly update them on the progress of various activities.
- Ensure greater efficiency and effectiveness across all digital channels (display, social, video/OTT, mobile, affiliate, etc.) and generate ROI.
- Launching and optimizing pay-per-click (PPC) campaigns for a range of clients.
- Drive search engine optimization in order to increase the website traffic and improve page rank month on month.

CORE COMPETENCIES

- Internal Communications Strategy
- Employer Branding & EVP
- Executive & CEO Communications
- Crisis & Reputation Management
- Media Relations & PR Strategy
- Stakeholder Communications
- Change Management Communications
- Corporate Storytelling
- Digital & Social Media Strategy
- Corporate Affairs
- Analytics & Communication Metrics
- Agency & Vendor Management

KEY STRENGTHS

- ✓ Digital marketing expertise : social media, email, paid advertising, and analytics
- ✓ Corporate communication : media relations, internal communication, crisis communication, and reputation management
- ✓ Strategic thinking and problem-solving
- ✓ Excellent writing, presentation, and project management skills
- ✓ Strong understanding of brand management and messaging

EDUCATION

MICA | The School of Ideas
Postgraduate Diploma :
Advertising Management and
Public Relations. (2020 - 2021)

**Guru Gobind Singh
Indraprastha University**
Master of Business Administration
(M.B.A.), Marketing & International
Business. (2014 - 2016)

Jamia Hmdard University
Bachelor of Business Administration
(2010-2013)

- Maintaining daily / weekly / monthly reporting using Google Analytics and other tools for global social and global external and internal communications.
- Examine and assess the performance of the online campaigns & related data to classify and optimize different areas in order to increase the online marketing performance.
- Evaluate digital marketing strategies and success ratio of competitors or making Digital Marketing plans to overtake them.
- Direct online and offline campaigns and activities that might be required as per the Account Strategy.
- Worked closely with agencies Like BCG, Perfect Relations, TCC, EG Logics, Webcontxt for Websites Management, Digital Media, Website Design, PR Agencies.

Digital Marketing Executive, All Right Holidays

April 2016 - May 2017

Key Responsibilities:

- ✓ Managed social media budgets (Facebook, Instagram, Twitter)
- ✓ Executed successful Google AdWords campaigns
(Search, Display, Video)
- ✓ Updated website backend
- ✓ Sent regular updates via Mailchimp
- ✓ Monitored Google Webmaster and Analytics