JIMY JOSEPH

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Communications strategist with 10+ years of experience across end to end marketing communications, research, storytelling, PR, content strategy, thought-leadership strategy, employee communications and people management. Worked with 15 senior leaders (CEOs, directors, VPs, and founders) across B2B SaaS, cloud services, data centers, and healthcare enterprises, building executive visibility and brand presence through strategic narrative positioning.

Professional Experience

Independent Consultant	Lead - Communications and Digital	Dec 2022 - Present
We-Storytellers	Business Storyteller	April 2020 - Dec 2022
Perez Consulting	Senior Account Executive.	Nov 2019 - Mar 2020
Harry & Louit Advertising	Account Executive	July 2017 - Oct 2019
TV New and Public TV	Trainee Journalist	July 2015 - Oct 2016

Professional Expertise

Storytelling & Narrative Building

- Led narrative building, brand positioning, and thought-leadership strategy for senior executives across global enterprises - IBM, Starburst, Jio Platforms, Confluent, Redington Limited, Cloud4C, and CtrlS.
- Translated complex business and technical themes into case studies, emailers/newsletters, blogs, and social media content, for senior leaders, media, and other stakeholders.

Communications Strategy & Thought Leadership

- Built and anchored a thought-leadership programme for 10+ CXOs across EMEA and APAC.
- Scaled the thought-leadership vertical from a lakh to five lakh/month in revenue, with zero client churn.
- Owned end-to-end brand and social media strategy, integrated communications, and PR client mandates across B2B SaaS, cloud, data center, sustainability, policy development, healthcare, and other functions.

Media & PR

- Drove media engagement and narrative strategy, curating executive briefings and press interactions for panel discussions and speaker sessions.
- Produced live healthcare and socio-political TV programmes, experienced in desk reporting, news scripts, authored articles, and press releases
- Facilitated ID Fresh Food CEO PC Mustafa's interaction with 24 News (Malayalam) for **Value Plus**.
- Worked with regional media representatives in Malayalam and Kannada for PR.

Employee Communications & EVP

- Collaborated as marketing communications partner to Feedback Insights, leading employee engagement communication and social media execution, covering talent attraction, attrition, and EVP.
- Developed the narrative into a robust communication strategy, implemented through a sales pitch deck, Huddle: Leadership round table, and different communication assets

Content & Campaign Management

- Spearheaded content marketing for the Institute of Brain & Spine and Sakra World Hospital, Bangalore and marketing communications and event campaigns for Cloud4C, CtrlS, and Feedback Insights.
- Trained teams for multi-format content production: newsletters, blogs, case studies, and emailers, alongside social listening and social media performance analytics.
- Led communication delivery across channels - broadcast, digital, and print, as a journalist.

Business Development

- Helped Perez Consulting to launch digital marketing services, with XIME Bangalore as its first client.
- Built bespoke thought leadership service for We-Storytellers, scaling the service

Education

M.A. in Mass Communication and Journalism (2013 – 2015) | St. Joseph' s University, Bangalore

B.Sc. in Computer Science, Maths, and Electronics (2009 – 2012) | Kristu Jayanti College, Bangalore

Key Skills

- Internal & employee communications: employee engagement, EVP, attrition
- Narrative building, thought-leadership strategy, and executive positioning
- Stakeholder management: cross-functional coordination across leadership teams
- Agency and external stakeholder management
- Multi-channel content strategy: newsletters, blogs, social, digital, and event campaigns
- Media engagement and narrative management
- Platform performance & metrics: social listening and analytics-led reporting
- Tools: Sprinklr, Hootsuite, Meta Business Suite, Google Analytics, Notion, LLMs

Certification

Digital Marketing – A Strategic Perspective by CDME (**cdme.in**) - 2022

Fellowship & Community Engagement

Dr. Manmohan Singh Fellowship | AIPC | July 2025 – August 2026

- Selected for a national political leadership initiative focused on communication strategy, civic leadership, and policy engagement potential.

Capacity Building & Pro-bono Training

Jeevan Lakshya & Hopeworks Foundation | April 2018 – Present

- Engaged in sustained capacity-building initiatives since 2018, delivering communication, public speaking, emceeing, and event management training to 50+ students.
- Conducted LinkedIn optimisation and employability workshops to support graduate employability and career readiness.

References will be provided upon request