

JIMY JOSEPH

Communications Strategist

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Senior communications professional with 10+ years' experience across executive communications, brand strategy, PR, thought-leadership strategy, and people management. Partnered with 15 senior leaders (CEOs, Directors, VPs, and Founders) across 15+ B2B SaaS, cloud services, data centers, and healthcare enterprises, building executive visibility and brand presence through strategic narrative positioning.

Work Experience

Strategy Lead – Communications and Digital

Independent | December 2022 – Present

- Narrative building and positioning for senior executives at Starburst, Jio Platforms, Confluent, and Redington Limited
- Brand and communication strategy for healthcare investment platform Inviga, natural stone processing enterprise HMG, and India's first Japanese multinational multispecialty hospital, Sakra World Hospital, among others.
- PR and media engagement and multi-channel communication strategy for India's largest private coffee producer, Kelachandra Coffee
- Scripts and presentations for tech leaders for panel discussions and talking points to interact with media (The Hindu, PTI, and Business India)
- Thought-leadership positioning for CEOs and senior executives from IBM, Jio Platforms, Starburst AI and Redington Limited

Business Storyteller

We-Storytellers | August 2020 – December 2022

- Owned the client accounts and strategy end to end
- Increased the monthly thought-leadership profit from under a lakh to approximately five lakh (per month), with 0% client churn
- Built and anchored thought-leadership service for 10+ CXOs across EMEA and APAC
- Led marketing communications campaigns and event communication for Cloud4C, CtrlS, and Feedback Insights among others.
- Led multi-format content production – newsletters, blogs, case studies, and emailers, reaching an audience of 50,000+.

Senior Account Executive

Perez Consulting | November 2019 – July 2020

- Part of the first digital marketing team for Perez
- Digital strategy and platform management for XIME Bangalore, strengthening brand visibility and industry-academia engagement
- Digital campaign planning and management for XIME, delivering 10x engagement
- Authored articles, media pitches, and press releases writing for construction management, real estate, and healthcare enterprises

Account Executive

Harry & Louit Advertising | July 2017 – October 2019

- Cross-functional collaboration to design and execute marketing communication strategies
- End-to-end social media marketing for Indian B2C brands
- Internal communications and social media management for the agency
- Script advertorials and radio jingles for Bangalore's leading F&B outlet
- Integrated campaigns through multi-format content, influencer collaborations, and creative initiatives
- Client and agency relationship management to ensure timely delivery and high client satisfaction

Trainee Broadcast Journalist and News Producer

TV New and Public TV | July 2015 – October 2016

- Conceptualised, researched, and produced live healthcare and socio-political programs from scratch through short-form stories, audio-based live reporting, scripts, and news reports.

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

Certification

Digital Marketing – A Strategic Perspective Certification

CDME (cdme.in) – 2022

Skills

- Working experience in: Notion, LLMs, Sprinklr, Hootsuite, Meta Business Suite, Google Analytics
- Executive communications and thought leadership
- Media relations, PR, and engagement
- Brand strategy, narrative building and editorial leadership
- Stakeholder engagement and cross-functional collaboration
- Content strategy and writing

Capacity Building & Pro-bono Training

Jeevan Lakshya | April 2018 – Present & Hopeworks Foundation (2024)

- Capacity-building support since 2018, delivering communication, public speaking, emceeing, and event management training to 50+ students.
- LinkedIn optimisation and employability workshops to support graduate employability and career readiness.

References will be provided upon request