

# Jimy Joseph

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## PROFESSIONAL SUMMARY

I am an executive branding and marketing communications consultant with over a decade of experience. I have worked with brands including Cloud4C (now a part of Capgemini), CtrlS, Feedback Insights, and Ramakrishna Hospitals, as well as leaders from MResult, Jio, Confluent, and Ideas2IT, among others.

I have supported them in defining content strategy, marketing communications, social media strategy, executing thought leadership narratives, and building successful campaigns. The content-driven, personalized approach has helped my clients increase their follower base, create visibility among industry bodies, and strengthen their leadership branding to achieve career goals.

## WORK EXPERIENCE

### Content and Digital Strategist - Independent: Bangalore, India

December 2022 – Present

- Designed and amplified thought leadership positioning for 10 leaders from the cloud, SaaS, AI, healthcare, integrated communication, and agricultural (coffee production) industries.
- Developed messaging strategies that grew networks from 20K to 30K, from 5K to 11K, and from 1K to 6K connections.
- Piloted a multi-channel marketing strategy to boost healthcare awareness for the chairman of RK Hospitals, enhancing patient recognition and website traffic.
- Prepared internal and external communication strategies and marketing collaterals, reducing turnaround time by more than 20%.
- Advise CEOs, VPs, and Directors on communication and digital strategy.
- Strategized, scripted, and produced strategic video content for the leadership of Kelachandra Coffee.
- Increased project queries on LinkedIn through client referrals.
- Spearheaded PR and event initiatives for a book launch, gaining coverage in over 150 online media outlets.

### Business Storyteller at We-Storytellers: Bangalore, India

May 2020 – December 2022

- Built and led **Bespoke Thought Leadership** service, positioning over 15 CXOs from EMEA, APAC regions as thought leaders
- Archived **300% ROI by ensuring 0% client churn** while overseeing end to end **marketing communications**
- Led project management for over 10 engagements, achieving 100% end customer delight and team efficiency.
- Achieved **3x engagement rate, 20K impressions per post**, and higher profile visits from CHROs
- Led a team of over 5 writers and designers to produce newsletters, blogs, case studies, emailers, and social media assets, collectively **reaching over 50K audience**.
- Crafted press releases and announcement emailers, while overseeing copy editing projects for timely delivery

### Senior Account Executive at Perez Consulting: Bangalore, India

November 2019 – July 2020

- Curated authored articles and website content for clients from real estate, construction, and retail sectors.
- Planned and implemented social media strategy for XIME Bangalore social handles, enhancing industry-academia engagement
- Strategised and executed organic and **paid digital campaigns** for the national conference at XIME, **achieving 10x engagement and participation from industry representatives**.

## Account Executive at Harry & Louit Advertising: Bangalore, India

July 2017 – September 2019

- Collaborated with internal teams to craft marketing communication strategies for leading F&B and retail businesses.
- Executed social media marketing and launch plans for a new F&B brand in Bangalore.
- Delivered blogs, media articles, jingles, and advertorials, strengthening clients' marketing goals.
- Spearheaded influencer collaborations for brands.
- Maintained robust client-agency relationships, accelerating project delivery and earning client appreciation.

## Trainee Broadcast Journalist and News Producer at Nyusu (Public TV): Bangalore, India

June 2015 – November 2016

- Conceptualised, researched and produced a live healthcare program and a socio-political satire show
- Produced news stories for the digital news app, building engagement from the scratch
- Wrote news reports, scripts and reported live from studio.

## PERSONAL PROJECTS/AWARDS & ACHIEVEMENTS

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### Dr. Manmohan Singh Fellowship | AIPC

July 2025 - July 2026

- Got selected as a [Dr. Manmohan Singh Fellow](#), political leadership incubator launched by AIPC (All India Professional Congress)

### Student Training (Pro-bono) | Jeevan Lakshya and Hopeworks Foundation

April 2018 - Present

- Provided training and support for [Jeevan Lakshya](#) (JL), NGO students
- Trained the JL students in delivering speeches, emceeing and event management for the NGO's 20th anniversary.
- [Trained graduate students](#) of Hopework Foundation on LinkedIn optimisation to be job ready.

### Panel Speaker and Moderator | Book Launch

July 2024

- [Moderated a panel discussion on Truth About Honesty](#) alongside Mr. Janu Goswami and Mr. R. Sri Kumar, IPS (Retd.), Former Vigilance Commissioner & DGP, Karnataka

## EDUCATION

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### Mass Communication and Journalism - St. Joseph's University, Bangalore

June 2013 – May 2015

### BSc Computer Science, Math and Electronics - Kristu Jayanti College, Bangalore

June 2009 – May 2012

## LANGUAGES

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- English - Fluent: **Reading, Writing and Speaking**
- Italian - Basic: **Speaking (currently learning)**

## SKILLS

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- Executive communication and branding
- Thought leadership strategy (internal and external)
- Marketing communication
- Storytelling, copywriting, editing
- Content marketing strategy and management
- Marketing collateral and product documentation
- Digital marketing and social media strategy (LinkedIn, X, Instagram)