

Jimmy Joseph

📞 8095238256

✉ contact@jimypothen.com

🌐 [jimmy-joseph](#)

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

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

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

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

SKILLS

- 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)
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