

Koyel Chakraborty

Creative Communications Specialist & Strategist

Mumbai, India • Creative Communications Strategy • Original Document Reference Available

PROFESSIONAL SUMMARY

Creative Communications Strategist with 13+ years bridging business goals, audience insights, and creative execution. Specialized in messaging architecture, TOV systems, and 360° campaign strategies that drive discoverability, trust, and engagement. Currently leading creative communications strategy at Zee Entertainment Enterprises Ltd. (ZEEL & ZEE5), partnering with marketing, programming, and design leadership to build multi-platform narratives. Proven in regulated and complex categories — BFSI, Hospitality, Healthcare, Steel, FMCG, OTT — where clarity, compliance, and creativity must co-exist.

CORE COMPETENCIES

- **Communications Strategy & Narrative Architecture** — Message house, TOV guidelines, internal & external comms playbooks
- **Integrated Campaign Strategy** — 360° Go-To-Market from pre-launch buzz to launch to sustenance (TVC, digital, social, radio, OOH, PR, in-app)
- **Audience-First Content & Discoverability Strategy** — Insight-led storytelling, metadata as discoverability, content ecosystem mapping
- **Brand Trust, Positioning & Reputation Building** — Competitive benchmarking and differentiation in regulated categories (BFSI, Healthcare)
- **Stakeholder Leadership & Cross-Functional Influence** — Brief to delivery, creative team leadership, agency & partner management
- **Creative Direction & Channel Planning** — Asset planning and channel mix for multi-platform narratives

EXPERIENCE

Creative Manager | Zee 5 / Zee Entertainment Enterprises Ltd.

MAY 2022 — PRESENT

- Own end-to-end strategy for ZEE5 & ZEEL initiatives, partnering with marketing, programming & design leadership
- Architected TOV for KidZ #MomApproved, building trust with millennial parents in kids content
- Crafted multi-platform narratives for Bhartiya Bhasha Diwas, National TV Day, Women's Day, SmartPlay Rap
- Designed metadata architecture for discoverability — positioning content for search, relevance & recommendation
- Built 360° GTM plans: TVC, digital, social, radio, OOH, PR, in-app ecosystem

Copy Head / Creative Director | UCID Pvt. Ltd.

JAN 2018 — APR 2022

- Led creative team, translating business objectives into audience-first messaging systems
- Strategy for Kotak Mahindra Bank, JSW, IHCL SeleQtions, Providence India, Aditya Birla Health Insurance
- Award-winning Inactive-to-Active campaign for Kotak — behavioral nudge via storytelling

Senior Copy Writer | Creative Kart

OCT 2016 — DEC 2017

TATA Capital, Sassy Teaspoon, Greatwhite Electricals — crafted integrated content for BFSI & lifestyle with focus on tone consistency and channel adaptation.

Senior Copy Writer | McCann Health

JUL 2016 — SEP 2016

Short stint — Complian, Cipla, Unilever. Health & wellness communications requiring scientific accuracy with empathetic storytelling.

Senior Copy Writer | UCID

APR 2015 — JUN 2016

Kotak, Taj Hotels, Dessange, Wockhardt, JSW Steel, VKL Seasonings, Schlumberger, ICICI — multi-category messaging, brand voice development.

Junior Writer | Sobhagya Advertising Service

JUN 2012 — MAR 2015

Tanishq, Allahabad Bank, NTPC, IOCL — foundation in strategic copy for BFSI, jewelry & PSU sectors; learning narrative discipline and client servicing.

EDUCATION

PGDM Communication, Journalism

Jadavpur University
2009 — 2010

BA English

Calcutta University
2007 — 2009

ACHIEVEMENTS

- **ADGULLY Women Disruptor Awards 2022** — Excellence in Content Writing
- **DMA ASIA ECHO AWARDS 2019** — Kotak Mahindra Bank — Inactive to Active
- **DMA ASIA ECHO AWARDS 2018** — Recognition for BFSI communications excellence

LANGUAGES

English

Hindi

Bengali

Trilingual storyteller — shaping narratives that resonate across Bharat, from metropolitan English to Hindi heartland to Bengali nuance. Relevant for ZEE's Bhartiya Bhasha focus.