

## Contact

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## Top Skills

IPO communications

Event Management

Strategic Communications

## Certifications

Enterprise Design Thinking  
Practitioner

Basic of Product Marketing

AI for everyone

# Shreeya Singh

Brand Marketing & Corporate Communication Strategist | IPO  
Comms | Integrated Marketing | Turning data into stories with AI-  
powered campaigns

Gurugram, Haryana, India

## Summary

How do you make people feel something about a brand?

That question has shaped my journey—from a PR professional managing headlines and handling crisis calls, to someone who now geeks out on marketing, storytelling, and everything in between.

I started with media relations, corporate communications, and internal messaging—getting to the core of what a brand stands for, and how to say it right. But over time, I realised the real magic happens when communication and marketing work together. When the story isn't just told, but felt—across campaigns, social media, internal narratives, and even the tiniest customer touchpoints.

Today, I work across campaign planning, content, customer insights, and research-backed storytelling. I've managed teams, built cross-functional projects, and created narratives that stay consistent—whether they show up in a pitch deck, a tweet, or a town hall.

At the heart of it all, I believe in keeping it honest, keeping it real, keeping it for the customer.

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## Experience

Bajaj Capital Ltd

3 years 2 months

Sr. Manager - Corporate Communications

April 2024 - Present (1 year 5 months)

Gurugram, Haryana, India

- Crafting cohesive brand narratives and corporate communication strategies rooted in insight and empathy.
- Built and scaled omnichannel brand campaigns powered by AI, ensuring seamless online + offline experiences.

- Defined brand identity and positioning with a focus on consistency, impact, and conversion.

### PR & Corporate Communications Manager

July 2022 - March 2024 (1 year 9 months)

Gurugram, Haryana, India

Led Brand Communications, Corporate Sustainability, and Thought Leadership efforts—crafting compelling narratives through media management, integrated marketing, and strategic partnerships—while developing social media strategy and strengthening internal communications to create a consistent and purpose-driven brand presence.

### PolicyBazaar.com

Corporate & IPO Communications Lead

June 2018 - July 2022 (4 years 2 months)

Gurugram, Haryana, India

Led media management and brand communications, including IPO communications during the listing, while driving creative writing initiatives and overseeing social media strategy—particularly LinkedIn—to strengthen brand presence and executive visibility across digital platforms.

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## Education

### GALGOTIAS UNIVERSITY

BJMC, Public Relations, Advertising, and Applied

Communication · (2015 - 2018)