



MITALI CHAKRABORTY

SOCIAL MEDIA OFFICER

+91 9999455942

mitali.chakraborty1992@gmail.com

OVERVIEW

With over five years of experience in the developmental, inter-governmental, non-governmental, publishing and advertising industry, I have had the privilege of working with UN agencies, corporate giants, and unicorn start-ups across verticals: digital, branding and content, managing and leading end-to-end processes. Driven by passion, focus and a desire to always be on a learning curve, I firmly believe in the axiom that digital mavericks play the most crucial role in bridging the gap between the people and the brand.

Wishing to continue my journey in creating **a humane digital impact**, I am hereby looking for an opportunity that can fuel my inquisitiveness and creativity along with honing my abilities to become a global leader in the digital space underlined by actions taken as an ethical, compassionate, inclusive and task oriented leader.

[in /in/mitalichakraborty](https://www.linkedin.com/in/mitalichakraborty)

[web mitalichakraborty.com](http://www.mitalichakraborty.com)

**open in browser view

EXPERIENCE : 5+ YEARS

UNESCO MGIEP

COMMUNICATIONS OFFICER: SOCIAL MEDIA
AUG' 20 - PRESENT

The UNESCO Mahatma Gandhi Institute of Education for Peace and Sustainable Development (MGIEP) is UNESCO's category 1. Research Institute that focuses on Sustainable Development Goal (SDG) 4.7 towards education for building peaceful and sustainable societies across the world.

360° Social Media Management

Performance Marketing (Ads)

Campaign, Events & Community Management

Content & Design Production (all digital assets)

Brand Identity & Creative Pitches

Global Partnerships (UN agencies & others)

Data, Analytics & Reports

Cross Functional Liaison & Multiple Project Management: Director's Office, Programme Staff, Research Team, IT, Product Development, Finance, Legal & Interns

SHARECHAT

PRE SALES MANAGER
SEP' 19 - JUL' 20

CREATIVA INDIA (ONE STOP ADVERTISING)

SOCIAL MEDIA EXECUTIVE & COPYWRITER
JAN' 18 - MAY'19

PENGUIN RANDOM HOUSE INDIA

EDITORIAL ASSISTANT
MAY' 16 - JAN' 18

ENCYCLOPAEDIA BRITANNICA

ASSISTANT EDITOR, ELT
NOV'15 - APR'16

HACHETTE

EDITORIAL INTERN
2014

ACCOUNTS & PARTNERSHIPS



EDUCATION

M.A. ENGLISH : UNIVERSITY OF DELHI
(FIRST DIVISION)

2013 - 2015

B.A. ENGLISH (HONS) : UNIVERSITY OF DELHI
(FIRST DIVISION)

2010-2013

SKILLS & SOFTWARE

| | |
|-----------------------|--|
| • Social Media | Google Ads (+Youtube) & Analytics |
| • Digital Marketing | Facebook Business, Ads Manager |
| • Brand Identity | Twitter & LinkedIn Ads Manager |
| • Communications | Tik Tok, Snapchat & Emerging platforms |
| • Campaign Management | Canva & Adobe Suite |
| • Partnerships | Mail Chimp (email marketing) |
| • Content Production | Hootsuite, Later, Buffer, Trello |
| • Data & Research | Typeform, Paperform, Survey Monkey |