



# MITALI CHAKRABORTY

COMMUNICATIONS STRATEGIST

mitali.chakraborty1992@gmail.com

## OVERVIEW

With over 10 years of experience across the development, advertising, and publishing sectors, I've led digital storytelling for **United Nations agencies**, global brands, and startups—creating content that informs, engages, and drives change.

In my continued pursuit of creating meaningful impact, I'm seeking an opportunity that fuels both curiosity and creativity, while sharpening my expertise in becoming a global leader in SDG-aligned communications — anchored in ethical, inclusive, and results-oriented action.

[in /in/mitalichakraborty](#)   
\*\*log into your LinkedIn account first

[web mitalichakraborty.com](#)   
\*\*open in browser view only

## EXPERIENCE : 10+ YEARS

CONSULTANT - COMMUNICATIONS (DIGITAL / SOCIAL MEDIA)

WORLD HEALTH ORGANIZATION, GENEVA

NOV '23 - present

UNEP SECRETARIAT OF THE CONVENTION ON  
BIOLOGICAL DIVERSITY, MONTREAL, CANADA

SEP '22 - JUN' 2024

Planning and implementation of digital communications for  
major launches, global campaigns & events

Writing and designing social media assets (multimedia)  
for WHO & UNEP CBD's 7 social platforms

Supervised teams of 5–15 people at UNEP CBD (Consultants, ICs and Interns)

Management of UNEP CBD's Social Media Editorial Calendar

Drafting press releases, feature stories and newsletters

Donor, influencer (UN Goodwill Ambassadors), and stakeholder  
communication and engagement

Design and layout of other assets: advocacy toolkits, documents, decks etc

Leadership Communications: Executive Director, UNEP CBD and Director, Mental  
Health, Brain Health and Substance Use, WHO (LinkedIn & X)

Data, Analytics, Research & Reports

UNESCO MGIEP

COMMUNICATIONS OFFICER: SOCIAL MEDIA

AUG' 20 - AUG' 22

SHARECHAT (BY TWITTER)

PRE SALES MANAGER : FORTUNE 500 ACCOUNTS

SEP' 19 - JUL' 20

CREATIVA INDIA (ONE STOP ADVERTISING AGENCY)

SOCIAL MEDIA EXECUTIVE & COPYWRITER

JAN' 18 - MAY' 19

PENGUIN RANDOM HOUSE

EDITORIAL ASSISTANT

MAY' 16 - JAN' 18

ENCYCLOPAEDIA BRITANNICA

ASSISTANT EDITOR, ELT

NOV'15 - APR'16

## ACCOUNTS & PARTNERSHIPS



## EDUCATION

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

2010-2013

M.A. ENGLISH : UNIVERSITY OF DELHI

2013 - 2015

CERTIFICATION: GOOGLE, FUNDAMENTALS  
OF DIGITAL MARKETING

2020

## SKILLS & SOFTWARE

|                           |   |
|---------------------------|---|
| Strategic Communications  | Topline social media platforms          |
| Social Media              | Canva & Adobe Creative Suite            |
| Graphic Design            | WordPress, Drupal & Wix                 |
| Campaign Management       | Google Ads & Analytics                  |
| Project Management        | MailChimp, Campaign Monitor             |
| Media Relations           | Talkwalker, Meltwater, Crowdtangle      |
| Partnerships (inc Donors) | Hootsuite, Later, Buffer, Trello, Canto |
| Data & Research           | Typeform, Paperform, Survey Monkey      |



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## CORE COMPETENCIES OVERVIEW

### Content Strategy, Management & Production (Social Media & More)

**Complete social media management** (Facebook, Instagram, X, LinkedIn, YouTube, Wikipedia, Tik Tok, BlueSky & emerging platforms)

Designing and producing multimedia assets (videos, GIFs, LIVES, reels, audiograms, tiles, infographics etc)

Scripting/shooting for podcasts, videos and interviews

**Web** traffic management (organic + paid) on Google & external networks: SEO + SEM

Email/Newsletter marketing (design + production + dissemination)

Running performance marketing/Ad operations - with key focus on A/B testing on selected demography & TG

Digital audience intelligence tools (**trend mapping**, data analysis, scheduling, management): Talkwalker, Meltwater, Crowdtangle, Hootsuite, Trello, Canto)

Community management: onboarding and sustenance

### Revenue Generation

Fundraising (private sector)

Budgeting & finance (communications)

High-value proposals

Vendors onboarding (RFPs + contracts)

P&Ls (profit & loss balance sheets)

Sales pipelines & forecast

### Editorial (Print/Digital)

**(Writing + editing + proofing):** press releases, feature stories, departmental news, newsletters, op-eds, interviews, speeches, statements, articles, blogs, briefings/debriefings, brochures, social media + web content.

Publications & book production (end-to-end): manuscript finalization + editing (structural + line) + design & production briefs + putting to press

Workshops, training sessions and virtual event storyboards

Brand training and communication pitches/decks

### Partnerships: Campaigns, Influencers, Stakeholders; Press & Events

Global partnerships (onboarding and management) across verticals: UN agencies, INGOs, corporates, media/creative partners, influencers, policymakers, governments, senior leadership, donors & decision makers, UN Field Offices, Think Tanks, etc

Project management (social media): international campaigns, high-budget client accounts & flagship events (UN Secretariat, Field Offices + HQ)

Press meets & media reporting (production & dissemination of media briefing assets)

Mission trips: international (HQ) + national (field)

### Teamwork & Collaboration

Cross-functional project management: with Director's office, programme staff, IT, design, sales, editorial, videographers, graphic designers, editors, finance, admin, legal & interns

## MILESTONE ACHIEVEMENTS

The 2024 digital rollout of **Director-General Dr Tedros's flagship Cervical Cancer Elimination Initiative**: for the Global Day of Action, the multi-platform campaign—supported by an extensive communications pack—mobilized governments, health workers, and civil society to accelerate HPV vaccination uptake and drive progress toward the 90-70-90 targets. **On-the-ground impact included:** Ireland outlining a roadmap to eliminate cervical cancer by 2040; Japan reintroducing HPV vaccination; Australia on track to eliminate the disease within the next decade; Indonesia issuing a national declaration on elimination; and strong advocacy efforts from Benin's First Lady and health worker-led screening initiatives in Sierra Leone—among other global milestones.

UNEP Secretariat of the Convention on Biological Diversity's COP 15 (Montreal, Canada): The campaign hashtag (#COP15) generated **2.6 Billion** reach on Twitter and **13.5 Billion** impressions while trending at **No 1** position on the platform. The Good Will Ambassadors who endorsed COP 15 were **Leonardo Di Caprio, Mark Ruffalo, Antonio Banderas, Hindou Oumarou Ibrahim, Dia Mirza, Greta Thunberg, UNEP Regional GWA (Catalina Robayo and LiBingBing), UNESCO Regional GWA (Maya Gabeira) and WWF Regional GWA (Ivan Lalande and Natalia Reyes)** to name a few. The total reach of influencers **crossed 100 million** followers.

UNESCO MGIEP: Social Media Lead for Launch of The International Science and Evidence-Based Education (ISEE) Assessment at UNESCO HQ in Paris (March 2022) in 6 languages headlined by Ms. Steffania Giannani, ADG UNESCO HQ Education Sector, with attendance of **more than 30 Member States across 5 UNESCO Regions**. The Facebook & Youtube Campaigns generated over a million views, and the event hashtag on Twitter had a reach of 200,000 (organic).

ShareChat: Account lead (digital + content) for Fortune 500 high-budget campaigns with WPP & Publicis Groupe agencies generated over **100,000 USD** in advertising sales revenue.

Creativa India: Agency winning a Silver Sammie at Social Samosa Social Media Awards 2018 for the Penguin Random House India account in **Content Marketing Category**.