

# Bharadwaj Sharma

**Communications Professional | PR & Media Relations | Content Marketing | Strategic Communications**

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## Summary

Highly accomplished and results-driven **Communications Professional** with over 11 years of extensive experience spanning **Corporate Communications, Content Marketing, PR & Media Relations, Journalism, and Strategic Communications**. Proven expertise in crafting compelling narratives, managing complex communication mandates, and driving brand visibility across diverse industries including financial services, real estate, heavy engineering, fintech, IT, and social media platforms. Adept at developing and executing integrated communication strategies, stakeholder engagement, and crisis management. Seeking to leverage a strong editorial mind-set and a comprehensive skill set to contribute to a dynamic organization in the **Dubai** job market.

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## Core Competencies

- **Corporate Communications:** Stakeholder Engagement, Internal Communications, Leadership Visibility, Reputation Management, Crisis Communication.
- **Content Marketing:** Content Strategy, Copywriting, Blog Posts, Website Content, Marketing Collateral, SEO-friendly Content, AI-driven Content Tools.
- **PR & Media Relations:** Media Outreach, Press Releases, Media Kit Development, Campaign Support, Media Monitoring & Analysis, Public Relations Strategies.
- **Journalism:** Business Journalism, Financial Reporting, Equity Markets, IPOs, Stock Market Trends, Data-driven Reporting.
- **Strategic Communications:** Communication Strategy Development, Narrative Building, Brand Storytelling, Integrated Marketing Communications, Cross-functional Collaboration.
- **Digital Marketing:** Social Media Marketing, Inbound Marketing, Digital Content Creation, Analytics.
- **Tools & Technologies:** Microsoft Office Suite, Notion, AI Content Tools, Video Production & Editing, Audio Editing.

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## Professional Experience

**Account Manager - IPO Communications** | Adfactors PR, Mumbai, India *July 2025 – Present*

- Spearheading **IPO communications** mandates, providing strategic consulting and client servicing for high-profile clients such as BVG India, Lord's Mark Industries, Rays of Belief, and Prasol Chemical.
- Developing and executing comprehensive **strategic communications** plans to ensure successful public offerings and enhance corporate reputation.

**Account Manager** | The Good Edge, Mumbai, India *December 2023 – July 2025*

- Managed end-to-end client servicing for a diverse portfolio of clients including Kotak Mutual Fund, Kotak Securities, IndoSpace, Bajaj Finserv, Crisil, Navi, Profectus Capital, BSE, Larsen & Toubro, Deutsche Bank, and ICICI Lombard.
- Developed and implemented targeted **media strategies** to enhance brand visibility and audience engagement.
- Built and maintained strong stakeholder relationships, facilitating smooth collaboration and communication.
- Conducted in-depth competitor analysis and market trend monitoring to support data-driven decision-making for enhanced **corporate communications**.
- Executed proactive **media outreach** and pitching, securing impactful coverage across relevant platforms.
- Produced a wide range of written content and documentation, including press materials, reports, and client communications.

**Account Manager** | Veritas Reputation PR Pvt Ltd, Mumbai, India *December 2021 – October 2023*

- Managed client servicing, handled crisis situations, and crafted press releases for a diverse portfolio including banks, fintechs, corporates, listed companies, and a housing finance firm.
- Actively supported new business development initiatives and successfully developed reputation reports for both existing and prospective clients.
- Gained exposure to a wide range of clients, thanks to the dynamic, startup environment of Veritas Reputation.

**Course Instructor** | Udemy (Self-employed) *February 2021 – 2022*

- Designed and launched a comprehensive, self-paced course titled "Content Writing and PR for startups" aimed at helping startups and small businesses build a solid foundation in **content marketing** and **public relations** fundamentals.
- Clarified brand storytelling and writing concepts, covering modules such as Brand Storytelling Model, Inbound & Content Marketing Framework, Copywriting and

Communications Framework, The PESO Blueprint, Authoritative Brand Story Formula, and Content Writing Intensive.

- Successfully engaged over 1,000 learners with a 4.5/5 rating across 19 reviews.

**Senior Content Writer** | SocialPilot, Ahmedabad, India *July 2020 – January 2021*

- Contributed to brand visibility by crafting compelling blog posts, website copies, and marketing content aligned with the company's voice and audience.
- Collaborated with the content and marketing team to support SocialPilot's positioning as a segment leader.
- Initiated groundwork for **public relations** activities, aligning messaging for future PR campaigns and media outreach.

**Deputy Manager** | Ketchum Sampark, Mumbai, India *September 2019 – July 2020*

- Managed comprehensive **public relations strategies** and **media communications** for high-profile global clients including Capgemini, Thyssenkrupp, and Intellect.
- Played a key role in planning, **content creation**, crisis communication, and media engagement to enhance brand visibility and reputation across India.
- Developed and executed PR campaigns aligned with corporate goals, ensuring consistent brand messaging across all platforms.
- Authored press releases, corporate newsletter articles, spokesperson profiles, and internal communication materials.
- Disseminated press releases and secured strategic media opportunities.
- Managed crisis communications and media engagement during sensitive periods.

**Correspondent** | Financial Express, Mumbai, India *December 2016 – August 2019*

- Reported on a broad spectrum of business and financial news for a leading national daily, specializing in covering the equity markets, with a focus on both primary and secondary markets.
- Tracked and analyzed developments in IPOs, stock market trends across sectors, and capital flows from Foreign Portfolio Investors (FPIs) and Domestic Institutional Investors (DIIs).
- Reported on key regulatory updates from SEBI, developments in mutual funds, and emerging trends such as algorithmic trading.
- Delivered insightful, data-driven content aimed at informing investors and business stakeholders.

**Assistant Editor** | SiliconIndia / CIORReview, Bangalore, India *October 2014 – August 2016*

- Contributed extensively to the publication – writing and editing feature articles across various special issues, including Enterprise Mobility, Banking, Retail, SAP, Cloud, Big Data, and the Internet of Things (IoT).
- Authored in-depth profiles of over 200 companies, highlighting their innovations within the enterprise IT landscape.

**Trainee Reporter** | International Business Times, Bangalore, India *May 2014 – September 2014*

- Covered business and general news for the website, documenting key developments in the global economy, corporate sector, and financial markets.
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## Education

**Post Graduate Diploma, Journalism** | Indian Institute of Journalism & New Media (IIJNM), Bangalore, India *2013 – 2014*

**Bachelor of Science (BSc), Physics** | St. Xavier's College, Ahmedabad, India *2010 – 2013*

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## Certifications & Continuous Learning

- **Ultimate Public Relations Masterclass** | Udemy (Issued March 2021)
- **Content Marketing Certified** | HubSpot Academy (Issued November 2020)
- CFA Level 1 Candidate (Ongoing)
- Actively pursuing AI-focused learning platforms to stay aligned with evolving communications trends.