



MADHURIMA RAY

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ABOUT ME

Award-winning professional with an exemplary career specialising in marketing and communications over 14 years experience across the UK and Asia. Proven track record of managing an effective and productive team. Areas of expertise include strategy and planning, web and print content development, writing complex reports, project management and recruitment. Tech-savvy and strategic communications leader possessing exceptional writing skills.

LANGUAGES

ENGLISH

HINDI

WORK EXPERIENCE

THE MOTOR OMBUDSMAN
London
Sep 2022 - Jun 2023

Business Services & Marketing Innovator

- Spearheaded service excellence for accredited businesses, consistently meeting and exceeding targets and KPIs through strategic business analysis, process optimization, and team support.
- Drove financial stewardship by managing budgets, forecasting revenues/expenses, and leveraging financial data to guide strategic decisions while ensuring regulatory compliance and client reporting.
- Enhanced client engagement by providing daily operational support, nurturing strong relationships, and crafting tailored solutions, leading to increased satisfaction and revenue growth.
- Elevated client communications by developing and delivering impactful presentations, reports, and proposals, and by resolving complex issues with innovative and negotiated solutions.
- Hosted and moderated popular webinars, averaging 100 attendees, and orchestrated successful events, including full-day conferences with interactive elements that boosted participant engagement.
- Delivered management support by advising on information management for board meetings, fostering stakeholder relationships, and driving project coordination, process streamlining, and performance reporting.
- Championed compliance by guiding accredited businesses through self-assessment processes and offering personalized assistance, strengthening trust and adherence to standards.
- Mastered data management and communications through meticulous Salesforce upkeep, data analysis for actionable insights, creation of data visualization dashboards, and collaboration with product and marketing teams to refine offerings based on customer feedback.

ROSE CARE GROUP
London
Jan 2020 - Aug 2022

Communications Manager

- Spearheaded a standalone Communications Manager role, providing strategic support and guidance to a workforce of 200 across 7 care homes, encompassing administration, recruitment, communications, finance, and HR services.
- Collaborated with the Managing Director and Regional Director to ensure communication policies were up-to-date with current legislation and best practices, enhancing organizational compliance and effectiveness.
- Offered managerial support through expert advice on policies, procedures, and legislation, fostering strong relationships with key stakeholders to optimize operational efficiency and guide strategic decisions.
- Conducted regular meetings with Home managers focusing on succession planning, employee engagement, and welfare, contributing to a cohesive and forward-thinking management approach.
- Managed employee relations, adeptly handling disciplinary matters, grievances, and absence monitoring, ensuring fair and consistent application of company policies.
- Overhauled internal communication processes, introducing a comprehensive onboarding system, a training request protocol, and an innovative bi-monthly employee engagement survey to proactively address workforce concerns.
- Launched an "Ask HR" online service, providing a confidential platform for employee inquiries, demonstrating a commitment to transparency and open communication.

DEPARTMENT FOR EDUCATION
London
Nov 2013 - Dec 2016

Capital Funding Manager (Project Management)

- Spearheaded the expansion of two-year-old childcare places to meet Department for Education (DfE) statutory targets, focusing on areas of economic and circumstantial disadvantage.
- Enhanced business competency skills and knowledge within the PVI sector, ensuring high-quality professional development for owners and managers.
- Customized and executed a 12-month professional development plan for Childcare Liaison Officers, tailoring business skill enhancement to individual needs.

ONE IS MORE (INTEGRATED MEDIA COMMS AGENCY)
London
Nov 2011 - Nov 2012

Group Account Manager

- Managed prestigious accounts including BLESMA, MAB, and author Antonia Crawford.
- Spearheaded digital media campaigns across various platforms, enhancing client presence.
- Drove new business development through strategic opportunity identification and compelling pitches.
- Crafted tailored solutions for clients, adeptly negotiating budgets to align with project goals.
- Developed comprehensive project plans, ensuring precise implementation and adherence to timelines.
- Conducted thorough competitor analysis and KPI reporting to inform strategic decision-making.
- Monitored project profitability, proactively uncovering and pursuing additional revenue streams.

OGILVY & MATHER
Singapore, Vietnam, London, Mumbai
Mar 2009 - Jul 2011

Senior Consultant

- Managed high-profile client portfolio including Rolls-Royce Motor Cars, Leeds Met University, Accor Services, Unilever, Barclays Wealth, Invest in France Agency, CIMA, and Singapore Workforce Development Agency.
- Awarded 'Hero of the Year' for exceptional performance in 2009-2010 and 2010-2011.
- Honored with the 'PR Campaign of the Year' accolade for outstanding project execution.
- Acknowledged as an outstanding 'Young Talent' in the consulting industry.

WEBER SHANDWICK
Mumbai, Singapore, Vietnam
Jul 2005 - Feb 2009

Account Director

- Managed high-profile accounts including Sony PlayStation, Sony Pictures Entertainment, Tiger Beer, Honda Cars, Singapore Tourism Board, Goodyear Tyres, American Airlines, and Gillette.
- Recognized with the 'Star' award for exceptional performance in 2008.

SAMPARK PR
Mumbai
Jun 2003 - Jun 2005

Account Executive

- Lead Brand Management initiatives and delivered cutting-edge Event Management solutions at Sampark Public Relations.

EDUCATION

IMPERIAL COLLEGE
London
2003

Master's Degree

COLLEGE
Mumbai
2001

Bachelor of Commerce

SKILLS

BUSINESS ANALYSIS

PUBLIC RELATIONS

PROJECT EVALUATION

SOCIAL MEDIA

COMPETITOR ANALYSIS

PROJECT MANAGEMENT

COLLABORATION

DIGITAL MEDIA

PLANNING

COMMUNICATIONS

CONTENT DEVELOPMENT

DATA MANAGEMENT

PROJECT IMPLEMENTATION

STRATEGIC PLANNING

INTERNAL COMMUNICATIONS

EVENT MANAGEMENT

REPORT WRITING

BRAND MANAGEMENT