

# Saikat Pyne

## Brand Communications & Digital Content Expert

**Address** Gurugram, HR, 122022

**Phone** 919-711-426219

**E-mail** contact@saikatpyne.com

**LinkedIn** in/saikatpyne

**WWW** saikatpyne.com

**Twitter** @ImSaikatPyne

Award-winning Marketing & Communications professional with over **6.8 years of experience**, including managerial roles across global fintech & media disruptors such as **PayU Global, Times Internet, Paytm & Business Insider**.

– Proven track record in pioneering communication initiatives aligned with business objectives, with a focus on **corporate communications, branded content, social media and content marketing**. Experience in growing and leading teams (up to 3 indirect reportees) and agency networks (up to 17 consultants) with a global multi-market approach.

– Cited by Exchange4Media among **India's Top 30 young talents in Media, Advertising & Digital** in 2020, and conferred the **'Rising Star of the Year'** title by the International Communications Consultancy Organisation (ICCO) and **'Highly Commended Young Communicator'** honour by the world's largest professional PR body, PRCA owing to potential to become one of the most influential chief communications and marketing officers in the near future.

– **SKILLS:** Corporate Communications, Marketing Communications, Copywriting, Content Strategy, Internal Communications, Public Relations, Personal Branding, Crisis Communications & Strategic Communications.

## Work History

**2021-12 - Current**

### Communications Manager

*PayU Global, Gurugram, Haryana*

- Managing the global Pegasus employer branding initiative to win the fintech talent war in India
- Spearheading the launch a PayU-owned fintech publication focused on delivering news & analysis on India's most significant fintech trends
- Directed promotional approaches for over 5 new key PayU product launches in 2022

**2018-12 - 2021-12**

### Manager - Communications & PR

*Times Internet, Gurugram, Haryana*

- Part of a four-member strategic communication team that led Times Internet to be the most media-savvy among the 3 largest digital products ecosystems in India
- Put the spotlight on ETMONEY's entrepreneurial vision for India's fintech landscape as the country's #1 financial services startup
- Led content strategy for key media initiatives & operations that garnered over 16 billion UVs in 2019, and 21 Bn UVs in 2020
- Drove 10X monthly traffic to the Times Internet Corporate Blog at zero cost; made it the brand's largest central information repository for news & information related to over 35 portfolio brands with 60.92K monthly active users
- Part of 4 member crisis management task-force that saved Dineout from negative portrayal during the infamous #Logout crisis
- Counsel on deal pipe communication management for massive funding rounds worth \$110

million for MX Player, \$50 million for Gaana and \$8 million for Gradeup respectively

## 2016-09 - 2018-12 **Senior Associate - Communications**

*Paytm, Noida, Uttar Pradesh*

- Headed PR content and design strategy for all Paytm group brands globally and India's youngest billionaire as the brand made inroads into payments, B2C e-commerce, mobile banking, social gaming & financial services
- Created the Paytm Blog and led 500X surge in MAUs within 6 months at a budget of \$75
- Produced PR & marketing content for Paytm's pro-active demonetization campaign that acquired over 3 million sq cm of print media space worth \$48 Million
- Shaped Paytm's external communications across 13 countries including India, Canada, China, USA, France, and Germany among others

## 2015-05 - 2016-08 **Staff Reporter**

*Business Insider, Noida, Uttar Pradesh*

- Authored over 400 byline business news articles across Business Insider (India and Global editions), Economic Times, the Times of India, India Times and other major Bennett and Coleman verticals
- Managed a 10-member cross-functional taskforce for BI's first India-focused content campaign 'App Maha Yudh' three months into the job at age 22 with a budget of Rs 5500
- Established 10+ viral content properties, including the Leadership Lessons Series that received over 10 million organic views. Featured in Accenture's 'Survival of the Fittest' Study by Peter Hanson and Christian Kelly
- Key contributor in a team of five young reporters who garnered half as much readership as India's largest business news publication Economic Times within 8 months

## Education

---

### 2014-04 - 2015-04 **PG Diploma: Journalism, Broadcast Journalism**

*Asian College of Journalism - Chennai*

### 2011-04 - 2014-04 **Bachelor of Arts: English**

*University of Calcutta - Kolkata*

## Accomplishments

---

- Bestowed 'Young Corporate Communications Professional of the Year' title at Exchange4Media's IPRCCA Awards '20
- Part of Exchange4Media's IMPACT Top 30 Under 30 2020 list of young Indian talent in the Media, Advertising & Digital
- Winner of Exchange4Media's 'Young Gun' title at the E4M Indian Content Marketing Awards 2019
- Conferred the 'Highly Commended Young Communicator' honor at PRCA South East Asia 2019
- Conducted Financial Communications Masterclass at the Indian Institute of Mass Communication, Delhi
- Winner of 'Rising Star of the Year' Award at ICCO Global Awards 2018
- Winner of 'PR Up and Comer' Award at 2018 Bulldog Reporter Stars of PR Awards
- Winner of 'Young PR Professional of the Year' at PR Awards Asia 2018
- Saikat's brainchild Paytm Blog is an official case study at the School of Communications and

Reputation, Mumbai

- Winner of 'Best Use of Blogs' honor at Exchange4Media's Indian Digital Media Awards 2017
- Part of a two-member team recognized among India's top 5 Communications Teams by Reputation Today