

JOY RAJAT DAS

INSIGHTS AND PLANNING | INTERNAL COMMUNICATIONS | CONTENT STRATEGY

CONTACT

Bengaluru, India
+91 72596 82125
joyrajat21@yahoo.in

LinkedIn profile
Writing portfolio

PROFILE

Communications professional with more than 10 years of experience across internal communications, content strategy, journalism and digital storytelling. Combines newsroom-honed editorial judgement with communications measurement, stakeholder reporting and global content development.

CORE SKILLS

Internal communications
Communications measurement
Content strategy
Thought leadership
Employee storytelling
Stakeholder management
Campaign analysis
Editorial planning
Leadership communications
Editing and proofreading

PLATFORMS

SharePoint
Poppulo
Viva Engage
Microsoft Forms
Microsoft PowerPoint
Canva

PROFESSIONAL EXPERIENCE

NTT DATA, Inc. | Bengaluru

Insights and Planning Specialist

May 2026 - Present

- Analyse performance across Poppulo, SharePoint and Viva Engage to identify engagement patterns, channel effectiveness and improvement opportunities.
- Develop consolidated stakeholder reports covering platform performance, campaigns, events and regional communications highlights.
- Translate communications data into clear insights and actionable recommendations for campaign owners and senior stakeholders.
- Support planning and governance through reporting calendars, measurement frameworks and standardized data-collection processes.
- Coordinate with global and regional teams to consolidate communications metrics across business units and platforms.

Communications Specialist

Apr 2025 - Apr 2026

- Developed a centralized Talent Marketing Hub on SharePoint, bringing together employer-branding, recruitment-marketing and candidate-experience resources.
- Created global campaign copy, newsletters, social posts, recruiter resources, employee-referral materials and candidate communications.
- Partnered with stakeholders across APAC, Europe and other markets to adapt content while maintaining a consistent global narrative.
- Developed thought-leadership articles and employee stories with subject-matter experts, leaders and internal stakeholders.
- Wrote the nomination draft for One NTT DATA: A Global, Intelligent EVP-led Talent Marketing Transformation, which received Gold in the Best Recruitment Marketing and Employer Branding Program category at the 2026 Brandon Hall Group HCM Excellence Awards.
- Supported the development and management of more than 15 SharePoint pages and communications resource hubs.

Communication Senior Analyst

Jan 2022 - Apr 2025

- Led the Employee Perspective blog series, interviewing employees and developing authentic stories about their experiences, expertise and contributions.
- Researched, wrote and edited thought-leadership content, translating complex business topics into clear and engaging narratives.
- Collaborated with leaders and subject-matter experts from topic development and interviews through drafting, approval and publication.
- Developed communications for internal career, employee-referral, employer-branding and recruitment-marketing initiatives.
- Managed SharePoint content to keep information current, accessible and aligned with brand and editorial standards.

EDUCATION

PG Diploma in English
Journalism
Bharatiya Vidya Bhavan
2011 - 2013

Bachelor of Commerce
Gossner College
2006 - 2010

CERTIFICATIONS

Creating a Communications
Strategy

Telling a Business Story

Audience and Purpose in
Business Writing

LANGUAGES

English
Full professional proficiency

Hindi
Full professional proficiency

EDITORIAL AND JOURNALISM EXPERIENCE

Soulveda | Bengaluru

Copy Editor and Writer

Jan 2021 - Jan 2022

- Wrote and edited features on wellness, personal development and social impact while maintaining editorial quality and accuracy.
- Interviewed social workers, changemakers and subject-matter experts to develop engaging, human-centred stories.
- Collaborated with SEO and creative teams on articles, video scripts and digital content.

Justwords Consultants | Bengaluru

Senior Content Editor

Jun 2020 - Nov 2020

- Wrote and edited content for clients across BFSI, FMCG, manufacturing, IT and e-commerce.
- Transformed unfamiliar and technical subjects into accurate, accessible content aligned with brand and SEO requirements.

Deccan Herald | Bengaluru

Copy Editor and Reporter

May 2015 - Feb 2020

- Reported on local, national and international sporting events, including the BDFA Super Division, Indian Super League and FIBA Women's Asia Cup.
- Produced match reports, news stories, interviews, features and analysis under demanding print and digital publishing deadlines.
- Interviewed athletes, coaches, administrators and other key figures, translating their perspectives into accurate and engaging stories.
- Edited reports and news-agency copy for accuracy, clarity, structure and adherence to editorial standards.
- Designed sports pages and coordinated with reporters, photographers and editors to deliver daily newspaper editions.
- Built relationships with sporting contacts and monitored developments to identify timely and relevant stories.

EARLIER JOURNALISM EXPERIENCE

Sub Editor, United News of India (UNI)

Oct 2014 - Apr 2015

Edited news copy, monitored news wires, covered press conferences and supported website updates.

Script Writer and Production Assistant, NNIS

Apr 2012 - Nov 2013

Wrote television news scripts, translated interviews from Hindi into English, recorded voice-overs and managed social media content.

News Intern, Doordarshan News

Aug 2011 - Sep 2011