

Deepika Singh

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE

Singapore

Master of Business Administration

Aug 2006-Dec 2007

DELHI UNIVERSITY

Bachelor of Science, Microbiology

Delhi, India

Jul 1996-Apr 1999

OVERVIEW

- Digital marketing and communications professional with 10+ years in consulting, communications, and influencer relations at \$1 billion plus companies
- Adept at creating and executing hosted events both internal and external (like GSMA, CommunicAsia, Converge Asia)
- Highly creative self-starter, motivated by entrepreneurial thinking with a passion for innovative technologies
- Strong interpersonal skills, maturity and gravitas to interact with senior management

Achievements

- Successfully executed over dozen external speaking engagements and half dozen regional conferences
- Played key role in increasing the TMT Extranet's (<https://tmt.mckinsey.com/>) client base (145%) and website visits (75%). Also, launched [TMT LinkedIn page](#)
- Managed global content publishing (~20 articles, 10 webinars, 3-4 videos and 1-2 publications annually) for Telecoms, Media and Technology (TMT) Practice
- External agencies recruitment and management
- Team leadership (1 staff in EMEA and Asia-Pacific each)

EXPERIENCE

MCKINSEY & COMPANY

Singapore

Digital marketing and external communications specialist, TMT Practice, Asia-Pacific

May 2011-June 2018

Accountable for the TMT Practice's marketing and communications strategy in Asia-Pacific, including media relations (PR campaigns, speaking engagements), events and sponsorships, messaging, content creation and distribution, [social media](#), and influencer relations

- Managed industry event relations and regional events calendar. Planned and executed events – including external and internal conferences, seminars, and speaking opportunities
- Led creation and distribution of our thought leadership
- Created a reach and relevance advisory service for Asia TMT consultants
- Managed local and international teams, in addition to PR, design, writers and production agencies

Professional development, Asia Organization Practice

Apr 2008-Apr 2011

- Developed and managed capability building programs
- Managed internal and external conferences and meetings – including agenda setting, invitation of participants, and preparation of materials
- Recruited and developed a team of 10 dedicated consultants, specialists, and experts

DAIMLER AG

Singapore

Intern, Project

May 2007-Nov 2007

- Set and implemented HR scorecard in line with goals and objectives – 100% acceptance of suggested KPIs
- Prepared HR blueprint for setting up new company
- Managed various key initiatives – top employer program following-up from “great places to work” survey, training map for Africa and Asia-Pacific, recruitment and retention mapping

PROACTIVE CONSULTANTS

Gurgaon, India

Consultant

Apr 2004-Mar 2006

- Managed wing-to-wing recruitment process. Responsible for senior-management-executive searches on retained and exclusive basis. Developed “resume shortlisting strategy” that cut time by 7-10 days
- Led research for industry-wide compensation and benefits benchmarking. Supported client relationships (85% improvement in account yields leading to enhancement of 7 client relationships); supervised 1 junior analyst

TRIDENT-HILTON

Analyst, Project

Gurgaon, India
Mar 2003-Mar 2004

- Set revenue accounting processes and standard operating model for 125-room property
- Led recruiting and training efforts for a 5-member process and standards team

HILTON MAURITIUS RESORT

Analyst, Project

Belle Vue, Mauritius
Dec 1999-Dec 2002

- Managed FF&E budget. Suggested procurement options led to 25% cost savings
- Led the supply chain process from evaluation, negotiation, selection to on-site delivery (100% on-time)
- Managed vendor relations and coordinated import process around government permits and regulations

CERTIFICATIONS AND OTHER INFORMATION

- Certifications: certified MBTI facilitator (step 1 and step 2 certification); CPP, Inc; Implement and evaluate balance scorecards; Other training programs: project management, presentation and facilitation skills, interviewing techniques, time management
- Personal interests: badminton (lead badminton community at work), mentor students, support women initiatives, cooking, and fine-dining
- Languages: English (native proficiency), Hindi (native), Punjabi (basic), French (basic)
- Citizenships: Indian nation, Singapore permanent resident