

Mouli *Bhattacharya*

Brand & Communications Lead · Real Estate · Award-winning integrated campaigns

Bangalore, India +91 82403 61353 riyamouli@gmail.com LinkedIn Portfolio Behance

PROFESSIONAL SUMMARY

Brand and communications leader with 9+ years building B2B and B2C brands across real estate, BFSI, healthcare, retail and consumer tech. I currently lead brand campaigns and internal communications for Century Real Estate, where my campaigns have won national awards three years running (ET Sharks 2025, Realty Plus 2024 and 2026).

I own the work end to end: brand positioning, messaging frameworks and tone-of-voice systems, agency briefing and management, and multichannel launches across OOH, radio, print, digital, social, SEO and PR. My agency and in-house background lets me write sharper briefs, run tighter reviews and get campaigns to market in fewer rounds.

I keep one brand voice consistent for every audience, from customers and channel partners to procurement heads, prospective hires and employees.

KEY WINS & AWARDS

- Realty Plus 2026: National recognition for a defining brand campaign, Made to Be More (Business Districts)
- ET Sharks 2025: Silver, Marketing Campaign of the Year, North is Now
- Realty Plus 2024: Best Marketing Campaign, Century Built Rare
- Ads of the World: Featured for Built Rare, WinningKind, Immensity and Made to Be More
- Internal recognition: Marketing Maverick 2024; EPIC Champion 2025 and 2026, Century Real Estate
- Marketing Minds: Shortlisted, Creative Professional of the Year

EXPERIENCE

Century Real Estate

Bangalore · 2023 – Present

Deputy Manager, Brand & Communications Lead · 2025 – Present

Promoted from Assistant Manager. Lead brand campaigns, corporate communications and internal communications across residential and commercial projects.

- **Brand campaigns:** Led positioning, creative strategy and launch for North is Now, Built Rare (Regalia), WinningKind (Kindle), Immensity (Astoria) and Bliss.
- **North is Now:** Won ET Sharks 2025 Silver for Marketing Campaign of the Year.
- **Corporate brand:** Created Made to Be More, the brand platform for Century's Business Districts, which won national recognition at Realty Plus 2026.
- **Agency leadership:** Brief and manage creative, media and digital agencies.
- **Internal communications:** Run Century Times (internal newsletter), FY Kick-Off and Channel Partner Meets for employees and partners.
- **Education brand:** Lead communications for Vidyashilp University.
- **PR & social:** Shape PR narratives and social content, keeping corporate and project messaging consistent.

Assistant Manager, Campaign Strategy & Execution · 2023 – 2025

- Led campaign strategy and execution for six launches: Century Built Rare, Ethos, Liva, Nova, Trails and Mark.
- Century Built Rare won Best Marketing Campaign at Realty Plus 2024 and was featured on Ads of the World.
- Named Marketing Maverick 2024.

Deloitte Digital

Bangalore · 2022 – 2023 · Senior Copywriter

- Led content and client communication for Malabar Gold & Diamonds, Deloitte Knowledge Exchange and Thales across B2C and B2B.

Radio City

Bangalore · 2021 – 2022 · Executive Copywriter

- Wrote radio scripts, jingles and songs for brands including Amazon Fresh, Swiggy, HDFC Bank, Canara Bank, Decathlon, Karnataka Tourism, Spinny, Wakefit and Cureskin.

Enthusionz Digital

Bangalore · 2020 – 2021 · Senior Copywriter & Creative Lead

- Led a team of 3 delivering copy, content and strategy for Sapna Book House, KIAMS, Reliaable Developers, IMTMA, Innovative Film City and Zoprent.

Design Juice

Bangalore · 2019 – 2020 · Copywriter

- Created health awareness campaigns for Kasturba Manipal Hospitals (gynaecological and gastrointestinal health), plus work for Moon Maternity, Deccan Group and VRR Builders.
- Work featured on Ads of the World and Desi Creatives.

Earlier career

Kolkata · 2017 – 2019

Copywriter roles at Brand Affair, R K Swamy BBDO and J. Walter Thompson for Airtel, Tata Shakti, PC Chandra Jewellers, Allahabad Bank, Ajanta, Khosla Electronics and Sobisco Biscuits.

CORE COMPETENCIES

- **Brand:** Brand Strategy · Brand Positioning · Brand Architecture · Tone of Voice · Messaging Frameworks
- **Campaigns:** Integrated Campaigns · Go-to-Market · Project Launches · Creative Direction · OOH, Radio, Print, Digital
- **Leadership:** Agency Management · Creative Briefing · Budget Ownership · Stakeholder Management · Team Leadership
- **Communications:** Corporate Communications · Internal Communications · PR · Social Media · SEO & Website Content

EDUCATION

Bachelor of Mass Communication, Asutosh College, University of Calcutta · 2012 – 2015