



Akshay Miglani

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Summary

Communications professional and storyteller with a decade of experience in brand-building and content strategy across sectors like aviation and e-commerce. Experienced in leading cross-functional teams, crafting executive communications, and delivering multi-channel campaigns that drive engagement and brand equity. Now looking to channel that foundation into marketing strategy and brand management.

Professional Experience

Associate Manager, Internal Communications | Air India | Gurugram

- Served as primary internal communications partner for various departments, developing content strategies to inform and engage 24,000+ employees across a multi-base organisation.
- Contributed to Emergency Response Planning by developing SOPs and drafting crisis communication frameworks; served as part of the core communications team during the AI171 flight crisis.
- Part of the 'Communications & Engagement' workstream in the run-up to the Air-India Vistara merger, ensuring employees in both organisations received consistent messaging throughout the transition.
- Supported Air India's Culture Co-Creation exercise through a special campaign, in which around 16,000 employees participated, eventually culminating in Air India's new culture credo.
- Assisted in drafting weekly CXO-level communications for all employees, coordinating inputs across departments to ensure clarity and alignment with business priorities.
- Participated in UAT with the Digital team ahead of a platform migration from Workplace by Meta to WorkVivo. Created adoption campaigns to drive employee uptake, recording approximately 13,800 Monthly Active Users as of March 2026.

Assistant Manager, Corporate Communications | Vistara | Gurugram

- Managed end-to-end coordination to ensure monthly upliftment of the inflight magazine by the 1st of every month, streamlining a process involving stakeholders across functions.
- Drove advertising revenue strategy for the inflight magazine, achieving INR 2 crore in ad revenue in FY24, exceeding annual targets.
- Part of the cross-functional team that conceptualised and executed the 'UK08' special anniversary campaign, making Vistara the first Indian commercial airline to draw a figure at 20,000 ft.
- Managed the monthly newsletter for around 4000 employees and launched an internal podcast series featuring employee stories, behind-the-scenes perspectives, and leadership conversations.
- Led execution of the '#RunwayToDreams' campaign on the occasion of JRD Tata's 90th first flight anniversary, giving children from Smile Foundation their first ever flight experience.
- Helped in the development of 'Vistara Nurtures', the airline's CSR brand identity. Contributed to identity development and drove org-wide internal campaigns to embed it across the network.

Brand and Communication Manager | Specsart | Faridabad

- Built Specsart's brand identity in the UK market from the ground up — developed brand book covering audience profiles, tone of voice, and visual guidelines.
- Managed end-to-end brand collaterals across social media, e-commerce website, newsletters, and offline branding, ensuring consistency across every customer touchpoint.
- Worked closely with the digital marketing team to grow daily website traffic from 1,500 to 3,000 visitors and daily online sales from £2,000 to £4,500; achieved #1 Google UK rankings for high-competition keywords including 'glasses' and 'eyeglasses'.
- Achieved CPC of around £0.50 on Google Search and £0.40 on Facebook/Instagram; average CTR of 3.1% on Google Ads and 2.8% on Facebook/Instagram ads, with average 24% open rate and 3% CTR for email newsletters across audience sets.
- Led team of content writers and graphic designers; grew Instagram following from 1,500 to 5,000 through influencer marketing and other content strategies.

Sr. Social Media Executive | BoostNet | New Delhi

- Created content and social media campaigns for clients across retail, education, and healthcare sectors.

Education

MBA (PGPX) – *Indian Institute of Management, Ahmedabad* | India

Bachelor of Business Studies (Marketing) | Jamia Millia Islamia | New Delhi, India

Accomplishments and Awards

- 'CEO V-Clap Award in Innovation (Team Category)' award at Vistara for conceptualising and executing the UK08 'A Flight to Remember' anniversary campaign.
- Part of the Vistara team that won Bronze, CSR Category, SABRE PR and Communications Awards 2024 for the 'Book Your Future' social initiative.
- Part of the Vistara team that won Bronze, Stakes PR and Corporate Communications Awards for 'Use Case in Sector - CSR'.
- 'Star of the Day, Air India' for contributions during a critical period marked by high-stakes company events.
- AI Dream Team Award, Air India' for contributions to the conceptualisation, planning, and execution of a culture co-creation initiative post the Air India-Vistara merger, engaging over 15,000 employees.
- 'Division Head V-Clap Cross Functional Award' at Vistara for contributions to the #50MillionFeelings campaign.

License & Certifications

Excel skills for Business: Advanced, Macquarie University, Australia

Statistics and Accounting, IIM Ahmedabad

Co/Extra-curricular

- Competitive quizzier with a 1st place finish at Delhi Zonals of Microsoft Vfest 2015, and podium finishes at national and state-level college competitions.
- Contributed professional expertise to create content for ETASHA Society, a Delhi-based NGO dedicated to skill development, through ProEngage (Tata Group's professional skill-based volunteering programme) in 2024.
- Volunteered as Campaign Associate with Scholars for Change (an IIM Ahmedabad initiative) contributed to creating educational manuals and videos for government school children as part of a structured social impact campaign in 2015-16.