



Akshay Miglani

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Summary

Communications professional and storyteller with a decade of experience driving 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 broader marketing strategy and leadership roles.

Professional Experience

Associate Manager, Internal Communications | Air India | Gurugram

1 year 5 months

- Owned internal communications for a 24,000+ employee organisation as the primary point of contact, managing 1,200+ communications annually across digital platforms, on-ground campaigns, town halls, webinars and other touchpoints.
- Served as a core member of the crisis communications team, developing Emergency Response Planning SOPs and crisis communication frameworks; drove real-time internal communications during the AI171 flight crisis.
- Steered communication of the change management process during the Air India–Vistara merger, keeping employees informed of integration milestones and next steps. Served as the single point of contact for internal communications across both Vistara and Air India, ensuring consistent, timely messaging to both employee bases throughout the transition.
- Shaped weekly CEO/CXO communications (64+ a year), giving 24,000+ employees a clear, consistent voice from leadership on business priorities.
- Spearheaded the 'Shaping Our Culture Together' campaign, engaging ~16,000 employees network-wide, whose inputs ultimately shaped Air India's new culture credo.

Assistant Manager, Corporate Communications | Vistara | Gurugram

2 years 3 months

- Owned end-to-end project management of the inflight magazine's monthly production cycle, driving the advertising strategy that delivered INR 2 crore in ad revenue in FY24, exceeding annual targets.
- Drove employee engagement for Vistara's biggest brand moments: the 'UK08' special anniversary campaign (which made Vistara the first Indian commercial airline to trace a figure at 20,000 ft.), the Skytrax "16th best airline" milestone, and 50 million passengers flown — turning achievements into shared employee pride.
- Built and scaled Vistara Nurtures, the airline's CSR brand, into a network-wide program with 6,600 volunteering hours and 35,000 beneficiaries reached in FY24.
- Created #RunwayToDreams campaign for JRD Tata's 90th first-flight anniversary, giving underprivileged children their first-ever flight experience and shaping it into a standout PR moment built for external storytelling and media amplification.
- Shaped Vistara's final inflight magazine edition and led the CSR function's wind-down ahead of the Air India merger, concluding a brand's story with confidence during one of Indian aviation's biggest transitions.

Brand and Communication Manager | Specsart | Faridabad

2 years

- Built Specsart's brand identity in the UK market from the ground up, developing the brand book with audience profiles, tone of voice, and visual guidelines that became the foundation for all future communications.
- Managed end-to-end brand collaterals across social media, e-commerce website, newsletters, and offline branding, ensuring consistency across every customer touchpoint.
- Contributed to significant traffic and revenue growth in partnership with the digital marketing team: daily website traffic grew from 1,500 to 3,000 visitors, and daily online sales from £2,000 to £4,500. Drove content and SEO strategy that achieved #1 Google UK rankings for high-competition keywords including 'glasses' and 'eyeglasses'.
- Drove performance marketing content strategy across Google and Meta, with CTRs of up to 3.1% and CPCs as low as £0.40, ahead of typical industry benchmarks for the category. Grew Instagram following from 1,500 to 5,000 through influencer partnerships and content strategy.
- Led a team of content writers and graphic designers, setting content direction and quality standards across all brand channels.

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

Education

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.