

Richa Malhotra

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PROFILE

As a communications professional with a strong AEC background, I excel in shaping brand narratives and leading teams. Skilled in managing high-profile events, enhancing visibility, and boosting engagement through targeted content strategies, I'm passionate about helping brands tell their stories across digital, print, and experiential platforms. I consistently achieve impactful results aligned with business goals across sectors.

WORK EXPERIENCE (4 YEARS)

UB Architects

Mumbai, Maharashtra

Independent Consultant

Oct 2024 - Present

- Drafted and enforced standardized processes like company policies, KRAs, KPIs, workflows, reporting systems, and document management, to establish company structure from the ground up.
- Conducted SWOT analysis and updated company portfolio for external communication and internal usage on promotional platforms like websites, newspapers, events, and publications.

Cecon Foundations

Chennai, Tamil Nadu

Freelance Consultant (Communications)

Jan 2025 - Present

- Developed profile presentations, branding, and communication strategies for Cecon Foundations and its subsidiary, Humble Abodes, including logo design, tagline creation, and website enhancement to increase public engagement.

Maya Developers

Bhiwandi, Maharashtra

Freelance Communications Consultant

Dec 2024 - Feb 2025

- Created and managed PR-focused company profiles, overseeing content, visuals, photoshoots, and branding to enhance public perception and strategic alignment.

HCP Design, Planning and Management

Ahmedabad, Gujarat

Acting Manager, Communications

Aug 2023 - Aug 2024

- Led and mentored a cross-functional team of 13 professionals to achieve monthly, quarterly, and yearly targets.
- Spearheaded HCP's first-ever Open House, featuring an in-house exhibition that drew over 2,000 attendees—quadrupling the anticipated turnout.
- Produced content for books, publications, exhibitions, events, presentations, and press releases for 20+ projects, including Central Vista, Gandhi Ashram Redevelopment Masterplan, GIFT City Revised Masterplan, Daman Seafront Development, and the Beatles Ashram, ensuring brand messaging aligned with company objectives.
- Acted as the Single Point of Contact (SPOC) for all external communications, press, media queries, and permissions from authorities for drone surveys and project shoots.
- Streamlined and standardized the Communications team's workflows, resulting in a 30% boost in overall efficiency.
- Built HCP's first organized Photo Library, transforming 60+ years of unsorted data into an accessible archive and established SOPs for continuity.

Communications Specialist

Jul 2022 - Aug 2023

- Managed the website, including internal and external coordination, backend management, and content uploading, which increased the average engagement time from 0.5 to 2 minutes and monthly traffic from 18,000 to 24,000 (25%).
- Curated content for all social media platforms, especially LinkedIn, where the followers grew from 6,000 to 22,000 (3.6x) through strategic content and audience engagement.
- Communicated HCP's initiatives through comprehensive PR outreach, including press packages, reports, website content, bids, presentations, and event materials for projects such as Kartavya Path, the New Parliament Building, Kashi Vishwanath Dham, and Mula Mutha Riverfront Development, among others.
- Wrote copy and content for various articles, publications, film scripts, panel write-ups, captions, and project summaries, while also managing all email communication.

AAFT University of Media and Arts

Noida, Uttar Pradesh

Contributing Writer

Aug 2022 - Sep 2022

- Researched industry trends and curated accurate, well-structured content for interior design courses.

Aesthetic Designs and Aesthetic Builders

Mumbai, Maharashtra

Content Manager

Dec 2021 - Jul 2022

- Executed comprehensive PR and content strategies for both companies - Aesthetic Designs and Aesthetic Developers, overseeing website updates, blog creation, social media posts, and email marketing campaigns.
- Selected as one of two team members to visit Uganda (from a team of 25) to conduct market research, competitor analysis, and identify growth opportunities for the brand.
- Implemented a sales funnel and progress-tracking system for the sales team, training 7 individuals and boosting client conversion rates by 30% through strategic ad copy and lead generation.
- Utilized data-driven insights to optimize campaign performance metrics, resulting in a 20% increase in engagement across all digital platforms.

UB Architects

Mumbai, Maharashtra

Content Writer

Jun 2021 - Dec 2021

- Researched and analyzed architectural trends, materials, and historical contexts to create engaging content for architectural magazines, journals, websites, and social media platforms, resulting in a 30% increase in website traffic.
- Collaborated with design & technical teams to accurately showcase their work through written communication.

CFZ Designs & Raang Barse

Miami, Florida

Freelance Writer

Nov 2021 - Jan 2022

- Developed content for firms on community-centered projects and for artists on their paintings and design concepts.

WOArchitects, Gypsonite & Alternate Angle Academy

Mumbai, Maharashtra

Freelance and Contributing Writer

Oct 2021 - Dec 2021

- Created content for websites and blogs to enhance awareness of the architecture industry and related companies.

Rethinking the Future

Delhi, India

Editorial Intern

Feb 2021 - May 2021

- Researched and contributed articles on architecture and urban design, enhancing online engagement.

Consultants Combined Architects

Mumbai, Maharashtra

Architectural Intern

Dec 2016 - May 2017

- Assisted with construction drawings, site coordination, and interior design for redevelopment projects, supporting project timelines and quality standards.

EDUCATION

L. S. Raheja School of Architecture

Mumbai, Maharashtra, India

Bachelors of Architecture

Graduation Date: May 2018

Indira Gandhi National Open University

New Delhi, India

Masters of Arts (Public Administration)

Graduation Date: Aug 2022

CERTIFICATIONS

- **Microsoft Public Relations and Communications Associate Professional Certificate**, 2025
- **Transmedia Storytelling: Narrative Worlds, Emerging Technologies, and Global Audiences**, UNSW, 2025
- **Crisis Communications**, IESE Business School, 2025
- **Architectural Journalism**, Epistle Communications, 2021
- **Writings in Architecture** (Gold Certificate), ACEDGE, 2020
- **Council of Architecture**, CA/2018/103381, 2019-2030

EXTRA CURRICULARS

- Designed and conducted a heritage city tour in Ahmedabad for students of the American School of Bombay, 2023
- RTF Poem Writing Competition Winner, 2021
- Prepared extensively and attempted the Civil Services Examination twice, in 2020 & 2021

SKILLS & INTERESTS

Public Relations | Media Outreach | Leadership | Brand Strategy | Content | Copywriting | Marketing | Crisis

Skills: Communications | Research and Analysis | Operations Management | Event Management | Website & Content Management Systems | Social Media Management | Process Standardization

Interests: Travel | Art | Music