

PROFESSIONAL RECORD

Experience & Credentials

More than six years of progressive public relations and corporate communications across financial technology, digital banking and artificial intelligence, spanning Australia, Singapore, Bangladesh, India and Middle Eastern markets.

CURRENT TITLE

Corporate Communications Manager, App AI Pty Ltd

RELEVANT EXPERIENCE

6+ years in public relations and corporate communications

HIGHEST QUALIFICATION

Bachelor of Business Administration, Marketing
(Finance minor)

BASED IN

Sydney, New South Wales, Australia

CONTACT

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01 PROFESSIONAL SUMMARY

Public relations and corporate communications professional with more than six years of progressive experience across financial technology, digital banking and artificial intelligence. Proven capability in planning and evaluating communication strategies, managing national and cross-border publicity campaigns, advising senior executives, preparing and controlling corporate releases, coordinating media and stakeholder engagement, and managing issues and reputation risks.

Experience spans Australia, Singapore, Bangladesh, India and Middle Eastern markets, with campaign outcomes and media placements across AP News, Gulf News, Khaleej Times, The Economic Times, MSN, Zee News, Mid-Day, Dhaka Tribune and The Daily Star. Currently serves as App AI Pty Ltd’s Corporate Communications Manager and dedicated customer-facing communications representative for enterprise Media AI services, combining strategic public relations expertise with AI-enabled media monitoring, sentiment analysis, executive reporting and stakeholder communications.

02 CORE COMPETENCIES

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| • Corporate communications and PR strategy | • Stakeholder, investor and regulator engagement |
| • Publicity campaign planning and evaluation | • Media intelligence, sentiment and reputation reporting |
| • Media and journalist relations | • Thought leadership and executive positioning |

- Executive briefing, speechwriting and Q&A
- Press releases, statements and media kits
- Issues and crisis communications

- CSR, ESG and community communications
- Digital and social media PR
- Content governance, approvals and compliance

03 EMPLOYMENT SUMMARY

EMPLOYER	POSITION	DATES
App AI Pty Ltd	Corporate Communications Manager	Jun 2025 – Present
Go Fintech Pte Ltd	Public Relations Manager	Jan – May 2025
CVoice24	Australian Correspondent	Feb 2023 – Dec 2024
Nagad Ltd	Public Relations, Corporate Communications, Stakeholder Engagement and Media Relations roles	Feb 2019 – Jan 2023

App AI Pty Ltd

Corporate Communications Manager

Jun 2025 – Present

Australia

POSITION PURPOSE

Responsible for developing, implementing and evaluating App AI's corporate communications and public relations activities. The role strengthens organisational reputation, market visibility and stakeholder trust by communicating App AI's business activities, AI-enabled media services, corporate initiatives and industry contribution accurately and consistently, working with executive leadership, enterprise customers, media, investors, regulators, partners and product and technical teams.

SCOPE AND KEY RESPONSIBILITIES

- Develop, implement and evaluate integrated corporate communications and public relations strategies aligned with App AI's commercial objectives, brand positioning and growth plans in Australia and international markets.
- Plan and coordinate publicity campaigns for the Media AI platform, AI-enabled media-management services, product launches, strategic partnerships, corporate milestones, investment announcements, fintech and AI events, and thought-leadership initiatives.
- Prepare, review and coordinate the authorised issue of press releases, corporate announcements, media statements, executive messages, speeches, briefing notes, talking points, Q&A documents, fact sheets, presentations, opinion articles and stakeholder communications.
- Advise the Chief Executive Officer and senior executives on the public relations and reputational implications of business initiatives, corporate policies, product developments, regulatory matters, public commentary and emerging industry issues.
- Develop corporate positioning, key messages and communication responses for executive interviews, public appearances, stakeholder meetings, industry conferences and other high-profile engagements.
- Establish and maintain relationships with journalists, editors, business and technology publications, industry media and public-affairs stakeholders; manage media enquiries, story pitching, interviews and executive briefings.
- Use App AI's AI-enabled media tools to monitor coverage, sentiment, share of voice, audience engagement, executive visibility, competitor communications and emerging issues, translating findings into strategic recommendations and executive reports.
- Lead issues and crisis communications, including early-risk monitoring, incident and communication registers, holding statements, response materials, message approvals and timely stakeholder updates.
- Coordinate customer-facing communications for enterprise Media AI engagements, including quarterly business reviews, executive briefings, product-adoption updates, user engagement, training coordination, knowledge transfer, customer feedback and service-improvement communications.
- Act as communications liaison between enterprise customers and App AI's executive, product, technical, cybersecurity and support teams, translating complex technical and AI information into clear, audience-appropriate messages.
- Plan and coordinate CSR and community communications relating to financial inclusion, digital literacy, responsible AI, technology innovation and App AI's contribution to the broader community.

- Brief and manage PR agencies, writers, designers, photographers and digital-content providers; review materials for quality, accuracy, brand consistency, Australian Consumer Law, advertising standards, privacy and confidentiality obligations.

CORE TASKS IN PRACTICE

01 Publicity policy, strategy and campaign planning

Plans and organises corporate communication strategies and publicity campaigns for the Media AI platform, commercial milestones, cross-border partnerships, product announcements and industry thought leadership. Establishes objectives, target audiences, key messages, channel plans, calendars, approval pathways and evaluation measures.

02 Executive public relations advice and positioning

Advises the CEO and senior leadership on corporate positioning, stakeholder expectations, reputational implications and communication risks. Prepares executive briefs, speeches, interview messages, talking points, Q&A documents and response recommendations.

03 Preparation and controlled issue of corporate communications

Drafts, edits and coordinates the approval and distribution of releases, statements, executive messages, media kits, fact sheets, briefing notes, opinion articles and stakeholder updates, maintaining version control, approval records and distribution histories.

04 Media, sentiment and stakeholder research

Undertakes media and public-discourse research using AI-enabled monitoring and analytics, analysing coverage quality, sentiment, share of voice, engagement, executive visibility and competitor communications, then preparing executive summaries, trend reports and risk registers.

05 Media engagement, events and executive interviews

Builds relationships with journalists and relevant outlets, identifies publicity opportunities, pitches corporate stories and arranges executive interviews. Organises executive briefings, stakeholder meetings, webinars, summits and quarterly business reviews.

06 Organisational representation and enterprise stakeholder communication

Acts as App AI's dedicated customer-facing communications representative for enterprise Media AI engagements, coordinating customer communications, quarterly reviews, executive briefings, product-adoption updates, training and knowledge transfer, and liaison with technical and support teams.

07 Commissioning, appraisal and revision of materials

Commissions and reviews content from agencies, writers, designers, photographers and digital-content providers, appraising and revising submitted materials for accuracy, audience relevance, brand consistency and legal and privacy compliance.

SELECTED OUTCOMES

- Coordinated national and international communications campaigns and media placements supporting App AI's early commercial traction, AI and fintech positioning, strategic partnerships and executive visibility.
- Established repeatable reporting frameworks for media sentiment, stakeholder engagement, campaign performance, competitor activity and executive decision-making.
- Supported enterprise Media AI service delivery through structured customer communications, quarterly review coordination, executive briefing and cross-functional liaison.

SELECTED COVERAGE

Go Fintech Pte Ltd

Public Relations Manager

Jan – May 2025

Singapore / Remote

- Developed and implemented global corporate communication strategies positioning Go Fintech as an innovation-led fintech and AI organisation.
- Built relationships with journalists, regulators and media outlets and coordinated accurate coverage of corporate initiatives across Singapore, India, Australia and the Middle East.
- Directed preparation of media kits, executive speeches, press releases, corporate statements, investor communications and briefing materials for international audiences.
- Managed end-to-end publicity campaigns for fintech launches, AI research updates, investment announcements and cross-border business expansion.
- Advised CXOs on media interviews, conference participation, executive positioning, reputation management and communication responses for regulatory, AI-ethics and data-security issues.
- Coordinated CSR communications focused on financial inclusion, digital literacy and women's leadership in fintech and AI.
- Managed the corporate communications calendar and targeted digital PR across LinkedIn, X/Twitter and fintech media portals.
- Prepared media-sentiment, competitor-benchmarking and stakeholder reports for senior management.

SELECTED OUTCOMES

- Supported communications for USD 15 million in sales expansion for AI-driven financial solutions, with placements in Khaleej Times and Gulf News.
- Coordinated executive and corporate brand features across The Economic Times, Mid-Day, Assam Tribune, Outlook India, MSN and other regional outlets.
- Compiled cross-region media-monitoring and sentiment dashboards for CXO decision-making.

SELECTED COVERAGE

4 placements in Khaleej Times, Gulf News and The Economic Times →

CVoice24

Australian Correspondent

Feb 2023 – Dec 2024

Australia / Remote

- Reported major Australian news, policy updates, migration developments and diaspora issues for Bangladeshi readers.
- Produced news articles, interviews and multimedia content using digital-first and search-optimised editorial practices.
- Covered Australia-Bangladesh relations, community developments and on-the-ground events.
- Maintained professional networks with Australian institutions and Bangladeshi community leaders.
- Applied Australian media-law, privacy, accuracy and newsroom-ethics requirements to published content.

Nagad Ltd

Four progressive communications roles

Feb 2019 – Jan 2023

Dhaka, Bangladesh

PUBLIC RELATIONS MANAGER

Jul 2022 – Jan 2023

- Led corporate public relations strategy, media relations, executive communications and the preparation of press releases, statements and executive updates.
- Managed reputation and issues responses, CSR storylines and campaign planning across traditional and digital media.
- Advised senior management on stakeholder messaging, media positioning and communications risk.
- Coordinated media briefings, executive interviews, press materials and post-campaign evaluation.

CORPORATE COMMUNICATIONS MANAGER

Jan 2021 – Jun 2022

- Designed and implemented corporate communication strategies to strengthen organisational reputation and public understanding.
- Built and managed relationships with journalists, editors, publications and press stakeholders.
- Managed communications calendars and press campaigns from development and approval through distribution and evaluation.
- Oversaw media kits, executive briefing materials, corporate statements and CSR communications.
- Provided crisis-communication and reputation-management advice to executive leadership.

PROJECT SPECIALIST, STAKEHOLDER ENGAGEMENT

Mar – Dec 2020

- Supported CXO leadership with stakeholder engagement and crisis-period communications during the COVID-19 pandemic.
- Drafted executive statements, CSR communications, press releases, briefing notes, talking points and Q&A documents.
- Liaised with journalists and media outlets to support accurate coverage of leadership initiatives and service developments.
- Organised virtual press events, webinars and communication campaigns and monitored resulting coverage and public sentiment.

MARKETING SPECIALIST, MEDIA RELATIONS

Feb 2019 – Mar 2020

- Developed media-facing digital strategies for journalists and editors and coordinated distribution of releases, statements and newsroom updates.
- Coordinated design, copy and video resources for media kits, digital press rooms and launch communications.
- Monitored industry trends and competitor communications and reported findings to management.
- Supported national publicity for the Prime Minister's launch of Nagad and the Nagad account-in-one-minute service.

ROLE-WIDE ACHIEVEMENTS, 2019 – 2022

- Supported national communications for the Prime Minister’s launch of Nagad in March 2019 and the account-in-one-minute service in October 2019.
- Coordinated campaign communications for the Add Money service with Southeast Bank and Mastercard in July 2020.
- Supported publicity for Nagad’s selection in the Inclusive Fintech 50 cohort and its positioning as a fast-growing mobile financial service provider.
- Coordinated milestone communications when Nagad surpassed 40 million users and approximately Tk 400 crore in daily transactions in April 2021.
- Managed CSR and customer-trust communications, including savings, financial inclusion and account-reactivation initiatives.

SELECTED COVERAGE

6 placements in Dhaka Tribune, The Daily Star and The Business Standard →

05 EDUCATION

2019 – 2023

Bachelor of Business Administration

Major in Marketing, minor in Finance · CGPA 3.59

Canadian University of Bangladesh

2016 – 2018

Higher Secondary Certificate, Science

GPA 5.00

Viqarunnisa Noon School & College

2006 – 2016

Secondary School Certificate, Science

GPA 5.00

Viqarunnisa Noon School & College

06 ADDITIONAL STRENGTHS

- Cross-cultural communications experience across Australia, Singapore, Bangladesh, India and Middle Eastern markets.
- Ability to convert complex fintech, AI, regulatory and technical information into clear communications for media, executives, customers and community stakeholders.
- Strong analytical capability in media monitoring, sentiment analysis, competitor benchmarking, campaign evaluation and reputation reporting.
- Demonstrated ability to work with executive leadership, regulators, investors, enterprise customers, journalists, creative suppliers and technical teams.
- Working knowledge of Australian Consumer Law, advertising standards, privacy, confidentiality and corporate content-approval requirements.