

PRIYANKA KUMARI

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Dynamic and results-oriented Marketing Executive with 3 years of experience in event promotion, client relationship management, and strategic marketing planning. Seeking to leverage proven skills in promotion, coordination, and operational efficiency to drive the success of ISKCON Samskriti's events and initiatives.

EXPERIENCE

2021-23

SENIOR ANALYST, CAPGEMINI

- Experience working in a public relations agency, corporate communications department, or event management firm.
- Involvement in planning and executing PR campaigns, media events, product launches, or corporate conferences.
- Demonstrated ability to manage multiple projects simultaneously, meeting deadlines and budget constraints.
- Proven track record of successfully coordinating end-to-end logistics for various events, including venue selection, vendor management, and onsite coordination.
- Strong interpersonal skills with the ability to build and maintain relationships with clients, media representatives, and other stakeholders.
- Proficiency in project management tools and software for planning, budgeting, and reporting
- Excellent written and verbal communication skills in English, with experience in drafting press releases, event invitations, and other PR materials.
- Familiarity with social media platforms and their role in PR communications and event promotion.
- Experience conducting post-event evaluations and preparing comprehensive reports to assess the success of PR initiatives and identify areas for improvement.

EDUCATION

2021-23

MASTERS (MBA), BANGALORE INSTITUTE OF TECHNOLOGY

MASTERS FROM BIT, BANGALORE

2016-20

BACHELOR OF ENGINEERING (CSE), BRINDAVAN COLLEGE

COLLABORATED AND WORKED ON DEVELOPMENT OF DAILY EXPENSE APP AND DEPLOYED THE NODE JS APP TO AWS

SKILLS

- Event Management
- PR Communications
- Relationship Building
- Project Management
- Budget Planning

Report Preparation
Computer Skills
English Proficiency
Logistics Coordination

ACTIVITIES

I am typically a “people person,” by nature, who has a hybrid of soft and hard skills required to master technology and manage customer relationships. I am driven to uncover the root cause of a problem, quickly analyze potential solutions. I have superb communication, organization, and time management skills.