

DEEKSHA KHANNA

☎: 9953776253 | ✉: info@getsetresumes.com | [in LinkedIn: linkedin.com/company/getsetresumes](https://www.linkedin.com/company/getsetresumes)

PUBLIC RELATIONS OFFICER - *leveraging 16+ years of experience*

Highly effective Public Relations and Legislative Specialist with over 10 years of experience. Offering a wide range of abilities in advocacy assistance, positive relationship building, legal research, report writing, progress monitoring, budgeting, initiating change, interpersonal skills, and staff training. Proven ability to plan and implement simultaneous outreach programs and activities to raise cash using public relations expertise in the media and local communities. Demonstrated legal policy understanding that enables effective lobbying in favor of essential measures at all levels. Successful track record of achieving targeted outcomes in fast-paced, dynamic circumstances with impending deadlines.

PROFILE SUMMARY

- Proficient to build strong relationships and networks with colleagues, clients, and the media and answer inquiries from the media and other organizations
- Skilled to monitor the media, including newspapers, magazines, journals, broadcasts, newswires, social media sites, and blogs, for opportunities for clients
- Adept in researching, writing, and distributing press releases to targeted media and collating and analyzing media coverage
- Expertise to write and edit in-house magazines, case studies, speeches, articles, and annual reports
- Competent to prepare and supervise the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films, and multimedia programs

CORE COMPETENCIES

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|-------------------------------|-----------------------|--------------------------|
| ▪ Campaign Development | ▪ Media Relations | ▪ Social Media Campaigns |
| ▪ Press Releases & Press Kits | ▪ Strategic Messaging | ▪ Crisis Communications |
| ▪ Relationship Management | ▪ Budget Management | ▪ PR Performance Metrics |

PROFESSIONAL EXPERIENCE

Greenlam Industries Ltd., Noida

Jan. 2018 – Present

Public Relations Officer

- Collaborate with key stakeholders to drive and amplify the organization's narrative externally.
- Lead proactive public relations strategies to create and maintain a positive public image across all leading national brands.
- Lead public relations efforts for key brand campaigns and loyalty programs as part of broader integrated marketing and communications strategies.
- Serve as a public and official company spokesperson; and manage, research, and respond to print, online, and broadcast media queries on a timely basis.
- Build and foster relationships with media on behalf of the company to drive earned media coverage for national brands and business lines.
- Oversee development of key communications documents including key messages, press releases, pitches, talking points, Q&A, media briefings, and speeches/scripts, among others.
- Manage and coordinate with public relations agency as an extension of the corporate communications team, for a wide variety of projects and programs.

Sahni Natarajan & Bahl, Greater Noida

Oct. 2016 – Dec 2017

Public Relations Officer

- Develop and execute marketing communications and public relations strategies in order to establish and maintain a positive brand image
- Generate a buzz about the client and company with the general public through targeted communications and public relations strategy
- Assist in the creation of promotional collateral
- Promote products and services in a meaningful way to the public and provide a direct feedback loop for continued market success
- Develop solid working relationships with cross-functional counterparts
- Conduct educational and training meetings for colleagues on clients, products, and services

OMO, Greater Noida

Jan. 2014 – Aug. 2016

Senior Public Relations Manager

- Responsible for the organization of all sanctioned organization events such as community service projects, fundraisers, and other such events.