

SUMMARY

Young and dynamic PR associate skilled in handling the public relations for startups. Over a career of 3 years in the PR space, have gained skills in developing the PR strategy, handling press releases as well as social media PR. Adept at creating press releases on a monthly basis as well responding to the queries of the press. Proficient in engaging with customers and launching campaigns to handle public relations on social media. Excited to work at a challenging role to develop my PR skills even further.

KEY SKILLS

• Public Relations • PR Strategy • Press Releases • Press Management • Social Media PR • Press Conferences

AWARDS & RECOGNITIONS

- Awarded the 'Best Employee of the Month' award at Novo Food Tech '15
- Received the 'Star Intern' award at Jet Black Inc. for stellar performance during the summer internship '13

TRAININGS AND CERTIFICATIONS

- Successfully completed the 2 week training for PR professionals by Donald Shimp, leading PR expert '17
- Received the 'PR expert' certification by completing the expert PR course by Stanford University on Coursera '16

PROFESSIONAL EXPERIENCE

Novo Food Tech

Public Relations Associate

Chicago, US

Jul 14 - Present

Novo Food is the 3rd largest food delivery startup in the US

- Worked directly with the CMO and the Public Relations Head
- Hired as the first PR Associate in the firm

PR Strategy

- Played a key role in creating the PR strategy for the past 2 years
- Contributed to drafting the strategy by gathering PR best practices from similar startups around the country

Press Releases

- Creating ~10 press releases every month for major newspapers
- Inviting major journalists and reporters in the technology space to interview the CEO & CMO
- Handling multiple questions from newspapers, magazines etc. on a regular basis

Social Media

- Executing the PR strategy on multiple social media channels by monitoring the communication tone as well as executing campaigns
- Played an instrumental role in launching the 'Food for the Homeless' campaign that generated ~1mn. impressions on social media

EDUCATION

BA - Public Relations

Columbia University

New York, US

Jun 10 - Apr 14

Columbia University is amongst the top 2 private universities in the USA

- CGPA: 4/4

INTERNSHIPS

Jet Black Inc.

Summer PR Intern

Milwaukee, US

Apr 13 - Jul 13

Jet Black is a leading e-publishing house which has annual sales of ~ \$ 400 mn.

- Handled the organization of 2 press conferences with a 50+ attendance
- Responded to 20+ queries by reporters around the latest e-book
- Edited the letter of appreciation sent by the CEO to publishing partners