

Ananya Anand

CONTACT

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SUMMARY

A creative and strategic thinker motivated to build a career in brand management. Capability to communicate and generate brand awareness in an innovative way. Looking forward to work with reputed companies that possess committed and dedicated people which will help me evolve in my work profile and realize my potential to the fullest.

WORK EXPERIENCE

Confiance Communications

February 2022 — January 2023

Account Executive (PR & Client servicing)

- Analyzing the market trends & positioning the company in a way that could be aligned with the industry trends
- Studying the organization's objectives, promotional policies, and needs to build public relations strategies that influence public opinion and promote products, ideas, and services.
- Handled three accounts, i.e, Datta Infra, CashKaro & Vetic
- Creating media plans strategically for the clients
- Shaping public opinion in a positive way and increasing the brand awareness
- Collaborate with internal teams (e.g. marketing) and maintain open communication with senior management
- Extensive research on competitor brands & brand positioning in the media
- Arranging relationship Building meetings for the client with the journalists of the leading media publications
- Responding to queries from the media
- Media relationship management
- Preparing monthly and quarterly dossier for the clients on MS Excel
- Finding suitable podcast, awards/ event opportunities for the client & getting them feature in the same

Chhav Foundation

Aug 2021 — Dec 2021

Public Relation Executive

- Discovering market trends and audience preferences by extensive research
- Finding new collaborations for the brand
- Finding CSR initiatives for the growth & upliftment of the company
- Designing posts to sustain readers' curiosity and creating buzz around new company initiatives
- Facilitate online conversations with customers and respond to queries
- Develop an optimal posting schedule, considering customer engagement metrics
- Collaborating with designers or copywriters to provide attractive and informative campaigns
- Tracking the performance of the campaign
- Establishing relationships/networks of industry professionals or influencers on social media

Youth ki Aawaz

August 2020 — November 2020

News Breaker Trainee

- Conducted research for creation of news stories, features.
- Wrote news stories for Bollywood, Lifestyle, fashion, politics, education
- Edited news stories

STRENGHTS

- Strategy Development
- Articulate and Well spoken
- Strong problem solver
- Media Relations
- Social media knowlegde
- Image Management
- Public Speaking
- Time Management
- Content Writing

EDUCATION

BA Hons in Media & Communication studies

— 2021

Doon University

- Completed Graduation with 75.2%

Intermediate

— 2017

St.Mary's Inter college

Passed 10+2 with 84 % in Science Stream

Matrix

— 2015

St.Michael's Convent School

- Completed matrix with 64.6%

The Complete Digital Marketing Course - 12 Courses in 1

— 2022

Udemy

Complete digital marketing course by Saurav Jain

Udemy

LANGUAGES

- Hindi
- English