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Summary

Experience:

Publicity Head at Prometheon:

As the Publicity Head at Prometheon, I was responsible for leading and managing a diverse team dedicated to enhancing the company's public image and brand visibility. I developed and implemented comprehensive publicity strategies that effectively promoted our company's initiatives, products, and services. My role involved cultivating relationships with media outlets, coordinating media interactions, overseeing content creation, and managing crisis communication.

Volleyball Vice-Captain at SIES GST College:

In addition to my academic endeavors, I served as the Vice-Captain of the college volleyball team. I was responsible for assisting the captain in leading our team to various successful tournaments, developing team strategies, coordinating practice sessions, and motivating team members. This experience not only honed my leadership skills but also taught me the importance of teamwork, resilience, and strategic planning.

Skills:

Strategic Communication: I have a proven ability to design and execute effective communication strategies that increase brand visibility and public engagement.

Leadership and Team Management: Through my roles as Publicity Head and Volleyball Vice-Captain, I have demonstrated strong leadership skills and the ability to motivate and manage teams effectively.

Media Relations: I have extensive experience in building relationships with media outlets and ensuring positive and accurate media representation.

Crisis Management: I am adept at planning and executing crisis communication strategies to protect organizational reputation during crisis situations.

Event Planning: I have experience in planning and promoting various events, including press conferences and product launches.

Experience



Publicity head

Team Promethean SIES GST

Jun 2023 - Present (2 months)

The Publicity Head is a critical role that leads the design and implementation of publicity strategies to enhance the organization's visibility and reputation. This position holds a high level of responsibility and is expected to make significant contributions to the overall image and brand of the organization.

Key Responsibilities:

Publicity Strategy: Develops and oversees the execution of comprehensive publicity strategies, with the aim to promote the organization, its products/services, and its activities effectively.

Team Management: Leads and manages the publicity team, ensuring smooth operations and maximum efficiency. Responsible for the hiring, training, and mentoring of team members.

Media Relations: Cultivates and maintains strong relationships with media outlets, journalists, influencers, and other relevant parties. Coordinates media interactions and ensures the organization is represented accurately and positively in the press.

Content Creation: Oversees the creation and distribution of high-quality publicity materials, including press releases, media kits, newsletters, social media posts, and website content.



Public Relations Coordinator

SIES GST Students' Council

Jun 2023 - Jul 2023 (2 months)

The Public Relations (PR) Coordinator at SIES GST was an integral role that managed and executed public relations strategies to build the college's brand image and reputation. The position served as a critical link between the college and various external stakeholders including the local community, prospective students, alumni, and the media.

Key Responsibilities:

Media Relations: Developed and nurtured relationships with the media and pitched story ideas to promote the college's programs, initiatives, and events. Responded to media inquiries promptly and accurately.

Content Creation: Drafted press releases, news articles, speeches, and other communications materials highlighting college achievements and news. Coordinated content for the college's social media platforms and website.

Event Coordination: Organized and promoted college events, including press conferences, open days, and other special events. Coordinated with different departments and external vendors to ensure smooth event execution.



Public Relations Volunteer

SIES GST Students' Council

Jul 2022 - Jun 2023 (1 year)

As a Public Relations Volunteer at SIES GST, this individual likely played a key role in helping to communicate, promote, and uphold the image of the institution within the community. They often helped with a variety of tasks, and their responsibilities might have included:

Event Planning and Promotion: Coordinating and promoting various campus events, such as orientation, alumni gatherings, and fundraising events. They probably created event materials, used social media platforms to promote events, and assisted with event logistics.

Communications and Media Outreach: Writing and distributing press releases, blog posts, newsletters, and other content about the college's programs, events, and achievements. They might have also responded to media inquiries, coordinated interviews, and compiled press kits.

Social Media Management: Keeping the college's social media platforms updated with relevant news and announcements. This could have involved creating engaging posts, responding to comments, and analyzing engagement metrics to improve strategy.



Publicity Coordinator

Team Promethean SIES GST

May 2022 - May 2023 (1 year 1 month)

The Publicity Coordinator for Team Promethean at SIES GST played a vital role in promoting the team's pioneering initiatives and achievements in the field of environmental engineering. This individual was primarily responsible for enhancing the visibility of the team's innovative projects, research, and accomplishments within and beyond the college community.

Key Responsibilities:

Publicity Strategy: Developed and executed strategic publicity plans to raise awareness about the team's work in creating sustainable engineering solutions for environmental challenges.

Content Creation: Prepared and disseminated engaging content highlighting the team's projects, research findings, and success stories. This content was used in press releases, newsletters, social media posts, and the team's website.

Media Relations: Established and nurtured relationships with media outlets and pitched story ideas relevant to the team's work. Ensured accurate media coverage of the team's activities and responded to media inquiries in a timely manner.

Event Coordination: Assisted in organizing and publicizing various events, including project launches, conferences, and workshops, aimed at showcasing the team's work and fostering engagement with stakeholders.

Education



SIES Graduate School Of Technology

Bachelor of Engineering - BE, Computer Engineering

Jun 2021 - Dec 2025

Licenses & Certifications



Data Science With Python - SmartKrower

794414097



E-Summit'23 Participation - E-Cell, IIT Bombay

ecell2021

Skills

Engineering • Leadership • Publicity • Volunteering • Public Relations • Public Affairs

Honors & Awards



Best Setter At State Level Volleyball - Central Board of Secondary Education

Oct 2019