



# KUSUM DAYAL

## Public Relations Manager

 Kusumkd20@gmail.com  8587950079  New Delhi, India- 110017  Indian  Single

### OBJECTIVE

Proven ability to manage multiple projects while meeting challenging deadlines.

### EDUCATION

**Master's of Arts (English Literature), IGNOU** 2020 | New Delhi  
**Bachelors Of Arts (English Hons.), Delhi University** 2016 | New Delhi

### SKILLS

Book Promotion Executing Marketing Campaigns  
Event Coordinator Voice Over Artist  
Author Relation Manager

### PROFESSIONAL EXPERIENCE

**Om Books International, PR Manager** 02/2024 – 07/2024 | Noida

- Develop publicity and events plans and implement campaigns.
- Develop and implement marketing campaigns and events around the author.
- Communicating effectively with authors and agents, including presenting marketing plans and results.
- Initiate and maintain relationships with journalists, festival and event organizers.
- Coordinate book launch events, author tours, and media appearances to generate buzz and increase sales.
- Manage relationships with authors, literary agents, media outlets, and bookstores to maximize exposure and coverage.
- Oversee digital marketing initiatives including social media campaigns and email newsletters.
- Collaborate with cross-functional teams including editorial, sales, and design to ensure cohesive marketing and publicity campaigns.
- Cultivate relationships with book reviewers, bloggers, and influencers to secure reviews and endorsements.
- Managed social media accounts and engaged with followers to build brand awareness.
- Develop and nurture new and existing relationships with influencers across categories and work with the Sales and Digital Team on key targets.

**BluOne Ink, Publicity Executive** 04/2023 – 11/2023 | Noida

- Develop publicity and events plans and implement campaigns.
- Create targeted mailing lists, conduct author interviews.
- Communicating effectively with authors and agents, including presenting campaign plans and results.
- Coordinate and undertake general administrative tasks as required to support the department, eg. maintaining database catalog mailing, seasonal press.
- Liaising with organizations and bookstores to arrange author events.
- Work with the Marketing in-house team to develop and implement plans.

- Work with the Director and Sales Head to create, manage, execute and evaluate all PAN-India PR activities and events for our titles.
- Request and track reading group guides and Coordinate finished book mailings with editors and the marketing department.
- Managing amazon.in marketplace title listings.

**Garuda Prakashan Pvt. Ltd, Assistant Publication Manager**

03/2022 – 02/2023 | Gurugram

- Act as liaison for Garuda Publisher's office and editors with marketing, promo, publicity, and sales department
- Assist Editors and editorial assistants in preparing materials for in-house meetings and sales and sales conferences.
- Take minutes at weekly marketing meetings and weekly title-specific meetings and follow up on outstanding items.
- Prepare weekly marketing updates
- Assist publication manager with editorial work on 3-4 Hindi Books.
- Coordinate finished book mailings with editors and the marketing department.
- Voice Over Artist for book videos.
- Manage Promotions with the sales and PR department.
- Manage website content as content writer and strategist.
- Managing and attending various Book Events like Launches, Reading Sessions, Signing Event, etc.

**PepperScript, Publication Manager**

01/2022 – 03/2022 | Delhi

- Worked with Director to schedule and follow up on in-house meetings
- Assisted Director for social media strategist.
- Take minutes at weekly marketing meetings and weekly title-specific meetings and follow up on outstanding items.
- Prepare weekly marketing updates.
- Assisted Director as Commissioning Editor.

**Akashvani, Radio show Host (Freelancer)**

03/2021 – 03/2022 | Delhi

- Work and host on scripts with Yuvani's Department.

**Bhartiya Anuvad Parishad, Freelance Translator (Hindi-English)**

08/2019 – 08/2021 | Delhi

- Translate Book of Osho- Intuition, knowing Beyond Logic.
- Work with various translation group projects

**GESTION, Web Content Writer**

06/2017 – 07/2018 | Faridabad

- Developed website content that is relevant.
- Helped brands showcase their products by writing informative and engaging articles.
- Supported the marketing team in developing advertising content.
- Keyword research conducted for content

## Languages

- Hindi
- English
- French(A1)

## ACHIEVEMENTS & AWARDS

- Won a college stage play called LIFE.
- Did Research papers and have one ISBN number.
- Become a culture and drama president in graduation.
- Got a good position in street play organized by GLZ and Navbharat Times.

## Certification

**Book Publishing**  
National Book Trust

**P.G Diploma (Translator “Hindi-English”)**  
Bhartiya Anuvad Parishad

**French (A1)**  
Alliance Française de Delhi