

AABHIKA HARI

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ACADEMIC DETAILS

QUALIFICATION	INSTITUTE	BOARD/UNIVERSITY	YEAR	%/CGPA
MA in Advertising & Public Relations	MCU, NOIDA	Makhanlal Chaturvedi National university of Journalism and communication, Bhopal	2017-2019	8.33/10
Bachelor's in Business Administration in HR	Shri Siddhi Vinayak Group of Institutions, Bareilly	Dr. APJ Abdul Kalam Technical University	2014-17	79%
XII	PRFS, Aditya Birla Group of Schools, Mathura	Central Board of Secondary education	2014	80.6%
X	PRFS, Aditya Birla Group of Schools, Mathura	Central Board of Secondary education	2012	8.6/10

WORK EXPERIENCE

- A.** Currently working as Deputy Manager-Public Relations in Global Indian School Education Services Pvt. Ltd, India (GISES)- (May 2022- till present)
- B.** Worked as Assistant Manager- Client Servicing & Media Relations in ICCPL Group of Companies.(July 2019-May 2022)
- C.** 1 month internship with Kindlewood Communications as PR Executive from June 2019 to July 2019
- D.** 1 month internship with IIP foundation as PR Executive from June 2018 to July 2018.

List of Duties at GISES India

1. Completing, Planning, developing and implementation of PR strategies
2. Managing the empaneled Public Relations agency for building media relations.
3. Daily media monitoring and media mapping of recent trends in education system and scouting newmedia opportunities
4. Collaborated with cross-functional teams to address situation, successfully preserving corporate reputation
5. Writing & editing of articles & press releases.
6. Managing Press conference and hosting events
7. Preparing PR tracker, corporate PPTs, monthly reports.

List of Duties at ICCPL

1. Managing PR activities, Media Relations and Client servicing for reputed **Real Estate** (Gaurs Group, Mahagun, Spectrum Metro, Signature Global, Paramount, etc), **Education** (DPS-IP, DPS-RNE Ghaziabad, The Shri Ram Wonder Years, Pacific World School, etc), **Tourism-Infra** (Damodar Ropeways & Infra Ltd), **Start-up, Tech, Health** and infra companies, VideoMeet (Made-in India VideoConferencing App), Vedas Cure (health-tech start up) and Delhi's leading chain of malls- **PacificGroup** to name a few
2. Successfully managed and nurtured B2B corporate relations, contributing to client acquisition and retention by tailoring communication strategies to meet diverse business needs.
3. Ensuring Coverages in leading wires, mainlines, magazines and regionals as per PR plans.
4. Ensuring regular participation in relevant industry stories, sharing pitch notes with new key media in education and the leading wire agencies like PTI and IANS.
5. Maintaining updated media lists for online and print media.
6. Preparing monthly dockets, daily media monitoring, PR plans, story pitches, BD Proposal PPTs, press releases, quotes etc.
7. Coordinating for FAM trips and onsite events like SATTE 2021, REI Expo 2021, DJGF 2021, BookLaunch Events, IFSEC 2021, etc.
8. Press conference coordination
- 8 Brand positioning of the company-
 - a. Scouting award and nominating categories relevant to the company portfolio and forset of ICCPL Group of Companies (ICCPL PR, Digicomm and Studio 360)
 - b. Mapping industry awards and panel discussions around the year (PR/Digital)
 - c. Coordination for nomination filing and execution for procuring title/award.

ICCPL bagged following set of awards/titles managed completely from my end-

- Awarded company of the year 2021 by The CEO Story Magazine.
- Awarded as #Top50PRFirm of the country by leading PR and communication magazine-Reputation Today in 2021

- Specialized Consultancy of the Year – Real Estate 2020 by Exchange 4 Media in IPRCCA Awards
- PR and Corp Comm 40 Under 40 Awards 2020 by E4M Group
- PR Agency of the Year 2020 by Silicon India
- PR Agency of the Year 2020 by Brand India Excellence Awards
- Best PR firm of the Year Pan India Awards of Excellence in MSME Innovation and Start-ups Summit 2nd edition by #Time2Leap Awards in the year 2020.
- PR & Corp Comm. 40 under 40 winners Club by Exchange 4 Media in the year 2020
- 40 under 40 Young Turks by Impact in the year 2020
- Silicon India includes ICCPL among 20 Most Prominent PR agencies in 2019.

STRENGTHS

- Keen to learn new things
- Good grasping power and understanding of client's requirements.
- New Media outreach and communication
- Good media relations with exclusive profiling columns on trade platforms
- Press event coordination and planning
- Demonstrated ability to multi-task both individually and as part of a team
- Ability to work in a fast-paced entrepreneurial environment and deliver results.
- Outgoing personality with the ability to speak with people at all professional levels.
- Identify, collate and analyze industry-related information from multiple sources.

OTHER CO-CURRICULAR ACHIEVEMENTS

- 11th Rank Holder of International English Olympiad in the year 2013.
 - Winner of the “Abhivyakti: a seminar on CRM”, organized at college level in the year 2014.
 - Winner of the “Manthan: a paper presentation competition”, organized at college level in the year 2014.
 - Letter of appreciation from an NGO “Prerna Educational Society” in the year 2015
 - Certificate Appreciation in “ANCHORING “in Udaan Youth Fest at Delhi University in the year 2018 and in 2019 as well.
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