

MOUPRIYA DEV

Communication & PR

PROFILE SUMMARY

Postgraduate in Mass Communication with hands-on experience in client servicing, branding, and campaign execution at Guwahati Plus and Prodigy Communications. Skilled in managing brand strategies, coordinating events, and handling client communications for major brands like Campa Cola, Max Cement, and Bajaj Auto. Now aiming to transition into a new chapter.

CONTACT

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SKILLS

PROFESSIONAL & TECHNICAL SKILLS

- Public Relations
- Public Speaking
- Branding and Advertising Strategy
- Event Planning and Execution
- Media Management
- Content Writing
- Radio Broadcasting & Podcasting
- Microsoft Office
- Audio Editing (Audacity & Steinberg Nuendo)
- Intermediate Graphic Designing (Adobe Photoshop & Canva)

EDUCATION

ASSAM DON BOSCO UNIVERSITY (2022 - 2024)

- MA in Mass Communication

GPA 7.71/10.0

GURUCHARAN COLLEGE, SILCHAR (2018 - 2021)

- BA in Journalism and Mass Communication

GPA: 7.14/10.0

SOFT SKILLS

- Effective Communication
- Leadership
- Dependability
- Time Management
- Critical Thinking
- Work Ethic

LANGUAGES

- English: Fluent
- Hindi: Fluent
- Bengali: Fluent

WORK EXPERIENCE

Prodigy Communications and Marketing Pvt. Ltd. (January 2025 - Present)

Client Service Executive

- Managing end-to-end execution of branding and marketing activities for multiple clients.
- Spearheaded outlet and plant branding for Campa Cola across Guwahati city and its manufacturing unit.
- Served as the primary point of contact (POC) for Max Cement's large-scale event, handling coordination between the brand team and vendors for stage, lighting, and sound arrangements, alongside managing in-house branding execution.
- Successfully executed a small-scale event for Bajaj Auto Ltd., ensuring timely and quality deliverables.
- Currently handling key client accounts such as DW Group and Aanandam Realtors, managing their branding, event activation, and marketing requirements.

Guwahati Plus (July 2024 - December 2024)

Brand Solutions Executive

- Corresponding and accommodating various brands and businesses (POC between Sales Team and Creative Team)
- Responding to advertisement enquiries and aligning for campaign association (Inbound Business Leads and Guest Posting/Sponsored Articles)
- Managing timely execution of advertisement campaigns
- Ensuring the invoicing and campaign report submission for smooth run of campaign
- Making strategic and analytic data base for future sale references and decisions
- Back-end Operations (GPlus App): Ensuring proper display of podcast and other multimedia content on GPlus App and execution of ad campaigns for clients.
- Back-end Operations (Events): Tele-calling, ticket sale, consolidated data report preparation (Ticket sale data, Tele-calling data, guests and sponsors data)

Explore Valley (January 2024 - May 2024)

PR & Communication Expert

- Collaborating with various businesses
- Managing advertisements and Social Media Handles
- Making strategic and analytic decisions to enhance brand value of the media company.

Radio Salesian 90.8 FM (August 2023 - December 2024)

Guest RJ

- Learned to make radio programs, interact with live listeners, sound and audio editing.

Radio Salesian 90.8 FM (July 2023)

RJ Intern

- Learned to make radio programs, interact with live listeners, sound and audio editing.

UniVigor Innovatives (December 2021 - January 2022)

Content Writer

- Worked as Content Writer
- Work included research and analysis, answering questionaries related to the innovations and ideas.

Explore Valley (March 2021 - September 2021)

Journalist and Host

- Worked in the newsroom
- Hosted the weekly live stream program "Health & Beyond" that featured health specialists of Cachar.
- Collaborated with District Administration of Cachar for SVEEP Campaign 2023

TRAINING PROGRAMS/ CERTIFICATIONS

Towards an Ethical Digital Society: From Theory to Practice

(February - March 2023)

- NPTEL Online Certification in association with IIIT- Bengalore

Human Behaviour (February - April 2023)

- NPTEL Online Certification in association with IIT Guwahati

Introduction to Digital Journalism (April 2023)

- Completed 5 module online training on Introduction to Digital Journalism from REUTERS.

Global Infodemic Management Course For Healthcare Workers

(April 2023)

- Completed online training on Global Infodemic Management for Healthcare Workers by DataLeads and GSK

VirtualXchange (September 2023)

- Produced podcast for VirtualXchange, "Food: An Expression of Love, a Tapestry of Diversity ft. Chef Atul Lahkar" in collaboration with Frankfurt University of Applied Sciences

Working for Diversity (September - October 2023)

- Completed 8 weeks course of Working for Diversity in collaboration with University of Eastern Finland

Introduction to Film Studies (January - May 2024)

- CEC Online Certification in association with Doon University