



# URVI SHETYE

Student of Communication Management

## PERSONAL DOSSIER

I am currently a second year Communication Management student with a special interest in Public Relations. I am aspiring to work in the digital PR section. I also have a keen interest in social media and digital marketing. I love watching brand campaigns and working on strategies to establish public image for brands.

## POSITIONS HELD

- PUBLIC RELATIONS CLUB HEAD  
SCMC, Pune
- SOCIAL MEDIA TEAM  
SCMC, Pune
- SOCIAL MEDIA AND DESIGN  
Youth Communication Club, Public Relations Council of India
- ALUMNI CELL MEMBER  
SCMC, Pune
- EVENT HEAD  
Gnosis- a cultural intra-college event

## CONTACT DETAILS

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## WORK EXPERIENCE

- Feb'19 **Marketing assistant, What's in a name**  
Strategy and planning for a degree film
- Feb'19 **Marketing head, Boondi ke laddoo**  
Social media strategy and planning for a degree film
- Nov'19 **NGO internship, Unnati Skills Centre, Bangalore**  
Website content, newsletters, organisation presentations, posters and project reports.
- Aug'19 **Impresso foods**  
3-month content writing internship for the start-up's website.
- Aug'19 **Ace of Pubs**  
Interned for logistics and event management.
- May'19 **Invato Travels**  
2-month content writing internship for the franchise.
- April'19 **NGO internship, Gangamma Chikkumbimath.**  
Interned for 1 month: Primarily worked on workshops for kids and software for donor database.
- Mar'19 **Assistant Art Director, Film Pata**  
Worked on set props for a degree film.
- Dec'18 **Dino and Duggy's**  
Production team for Bloggers'table - a marketing activity.

## EDUCATION

- 2018-2021 **Symbiosis Centre For Media and Communication**
  - SY Student, B.A Mass Communication
  - Specialisation: Communication Management
- 2016-2018 **Gogte PU College of Commerce and Science**
  - 11th and 12th Grade Commerce
- 2004-2016 **Divine Providence Convent High School**
  - Secondary Education

## PORTFOLIO AND ACHIEVEMENTS

- Won several prizes at elocution and debate competitions
- Handled the social media and marketing team of intra-college events
- Scored 96.33% in Commerce Section in junior college.
- Member of Rotaract Club of Belgaum (South)
- Best Manager, at an inter-college fest Vrtanta
- Best Girl, Divine Providence Convent High School
- Best Cadet Scholarship, Belgaum Group NCC

## SKILLS

### Technical Skills

- Microsoft Word
- Microsoft Excel
- Microsoft PowerPoint
- Adobe Photoshop CS5
- Corel Draw
- Basics of photography

### Other skills

- Strong communication skills
- Languages- English, Marathi, Hindi and German and conversant in Kannada and Konkani
- Efficient at Team Management
- Social Media Marketing
- Effective work ethics
- Public Speaking