**Professional Experience**

**Criesse Communications: Mumbai – India** September 2015 - July 2016

**Sr. PR Associate**

* Writing Press Releases and Press invites
* Organizing press conferences
* Invite bloggers, print, online, electronics media for review.
* Pre and post event co-ordination.
* Planning and execution of PR campaigns.
* Media tracking, monitoring and sharing coverage highlight with the client.
* Cultivating and maintaining strong professional alliances with Clients and Media
* Facilitating participation in industry stories
* Brand building for various clients across Media channels
  + Producing Press releases and disseminating them
  + Participating in Industry specific stories, Non-Industry specific stories
  + Article placement
* Weekly / Monthly activity reports

**Adfactors PR: Mumbai – India** October 2013 - December 2013

**Trainee Account Executive**

* Writing and drafting Press Releases for our clients
* Arranging and managing press conferences or product launch event
* Pre and post event co-ordination
* Planning and execution of PR campaigns
* Media tracking and coverage analysis
* Cultivating and maintaining strong professional alliances with Clients and Media
* Facilitating participation in industry stories
* Brand building for various clients across Media channels
  + Producing Press releases and disseminating them
  + Participating in Industry specific stories, Non-Industry specific stories & HR related stories
  + Article placement
* Weekly / Monthly activity reports, Daily Industry updates

**Perspective PR: Mumbai - India** February 2013 – October 2013

**PR Executive**

* Writing and drafting Press Releases for our clients
* Arranging and managing press conferences or product launch event
* Pre and post event co-ordination
* Planning and execution of PR campaigns
* Media tracking and coverage analysis
* Cultivating and maintaining strong professional alliances with Clients and Media
* Facilitating participation in industry stories
* Brand building for various clients across Media channels
  + Producing Press releases and disseminating them
  + Participating in Industry specific stories, Non-Industry specific stories & HR related stories
  + Article placement
* Weekly / Monthly activity reports, Daily Industry updates

**Citysprint UK Ltd – London**  March 2010 – December 2012

**International Operations Assistant**

* Supervision of Logistics operations as required
* Accuracy and timely provision of all Milward Brown reporting
* Liaising with clients and relevant associates and report daily activity and shipment status
* Coordinating with internal team members for any documents required for customs clearance and International shipments
* Time management and working in team
* Being pro-active and working effectively under pressure

**Achievement:**

**CitySprint -** Received Employee of the Quarter Award in June 2012

**Academic Qualification**

|  |  |  |
| --- | --- | --- |
| **Course** | **Institute** | **Year** |
| M.A Mass Communication | London Metropolitan University: London - UK | 2011 |
| Bachelors of Commerce | H.L Institute of Commerce: Gujarat University: Ahmedabad – Gujarat - India | 2008 |
|  |  |  |

**Additional Qualifications**

|  |  |  |
| --- | --- | --- |
| **Course** | **Institute** | **Year** |
| Certificate in Information Technology | NIIT: National Institute of Information and Technology: Ahmedabad – Gujarat - India | 2009 |

**Other Achievements & Extra Curricular Activities**

* Scored A in group Poster Presentation at London Metropolitan University.  
   Topic:- Ethnic Minorities – Diasporic News Consumption and News Reading
* Scored A in Campaign Presentation - Taking any particular brand and discuss critically.

Brand chosen – Mac Donald’s

* Scored distinction in project ISAS (Information Search and Analysis Skills) at NIIT.  
   Topic:- Use of Internet in Business – E-commerce / E-business
* Active member of student union and activities in University
* Active member in inter college events and Youth festival while pursuing graduation in college.
* Was part of basketball and cricket team while pursuing graduation in college
* Awarded Doy Child Leader certificate during my secondary school in Class 10th
* Scored A in French skit competition at AMA (Ahmedabad Management Association)
* Awarded 3rd prize in Gujarat state level drawing competition in school
* Actively participated for Help Age India fund raising activity.

**Interests/hobbies**

* Listening music and binge watch movies
* Check out latest gadgets/ tech and automobile news
* Socializing with friends
* Online shopping and surfing internet for current affairs
* Travelling and driving