

Professional Summary

Results-driven PR professional with over 10 years of experience in crafting and executing impactful social media and public relations strategies for professionals and small to medium businesses in the Delhi/NCR region. Proven track record of elevating brand visibility and driving engagement through innovative content development and media management.

Professional Experience

Senior Social Media & Public Relations Consultant

Inazuma.co | January 2018 - Present

PR Manager

Pinnacle Communications | June 2015 - December 2017

Key Achievements:

- Increased client base by 30% through targeted PR campaigns
- Developed and executed a social media strategy that boosted followers by 500% in 6 months

Responsibilities:

- Managed a team of 3 to handle PR and social media for 5 major clients
- Coordinated with media outlets for press releases and feature stories

Senior Social Media Specialist

Spark Media Solutions | March 2012 - May 2015

Key Achievements:

- Created and implemented a social media campaign that resulted in a 200% increase in sales for a new product launch
- Improved social media engagement by 80% through content optimization

Responsibilities:

- Designed and scheduled social media content for 10 clients
- Analyzed engagement metrics to inform future content strategies

PR Coordinator

FreshStart PR | January 2010 - February 2012

Key Achievements:

- Assisted in organizing a charity event that raised \$10,000 for a local cause
- Helped in drafting press releases that secured media coverage in 3 major newspapers

Responsibilities:

- Supported the PR team in event planning and execution
- Maintained media lists and assisted in press release distribution

Education

Master of Arts in Mass Communication

Jamia Millia Islamia University, New Delhi | 2009

Relevant Coursework:

- Public Relations, Advertising, and Media Studies

Technical Skills

Social Media:

- Facebook, Twitter, Instagram, LinkedIn, YouTube

Public Relations:

- Media Relations, Crisis Communications, Event Planning

Content Development:

- Content Writing, Video Production, Graphic Design

Media Management:

- Media Outreach, Press Release Distribution, Media Monitoring

Marketing:

- Social Media Marketing, Email Marketing, SEO Basics