

Professional Summary

Results-driven PR12 professional with over 12 years of experience in Public Relations, Corporate Communications, and Brand Management. Proven track record of successfully managing high-profile clients across diverse sectors, including Healthcare, Education, Corporate, and Entertainment. Skilled in developing and executing strategic PR campaigns that drive brand visibility and reputation.

Professional Experience

Head of Public Relations

Inazuma.co | January 2020 - Present

Senior PR Manager

Pinnacle Communications | June 2018 - December 2019

Key Achievements:

- Developed and executed a PR campaign for a leading healthcare client, resulting in a 30% increase in brand visibility.
- Successfully managed the crisis communications for a corporate client, minimizing reputational damage.

Responsibilities:

- Led a team of PR executives to deliver client projects.
- Conducted media training sessions for clients.

PR Manager

Apex Public Relations | March 2015 - May 2018

Key Achievements:

- Conceptualized and implemented a social media campaign for an education client, increasing followers by 50%.
- Coordinated with influencers to promote a client's product launch, resulting in a 25% increase in sales.

Responsibilities:

- Managed client relationships and delivered PR services.
- Collaborated with the creative team to develop PR materials.

PR Executive

Nova Communications | January 2012 - February 2015

Key Achievements:

- Assisted in the development of a PR strategy for a corporate client, leading to a 20% increase in media coverage.
- Coordinated logistics for client events, ensuring seamless execution.

Responsibilities:

- Conducted media research and monitored client coverage.
- Supported the team in delivering client projects.

Education

Master of Arts in Mass Communication

University of Delhi

Relevant Coursework:

- Public Relations
- Corporate Communications
- Brand Management

Technical Skills

Public Relations:

- Media Relations
- Crisis Communications
- Reputation Management

Corporate Communications:

- Internal Communications
- External Communications
- Change Management

Brand Management:

- Brand Positioning
- Brand Identity
- Brand Strategy