

Rakhi Das

Give Voice To Brands

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PGD-Mass Communication | MBA-Marketing | PGD-Human Rights | B.A. English Hons

Journalist Transitioned into Accomplished Communications & Business Professional with Demonstrated Experiences and Efficiencies in Corporate Communications, Marketing Communications, In-House Public Relations, Broadcast Journalism and B2B Business Development | Considerable Experience in Start-Up Environments |

Language Fluency in English & Hindi | Remote Work Proficiency

Seeking Strategic Leadership Position in Top Management Opportunities

I Weave Stories of Excellence of People, Places and Products. **I** Develop Engaging Communications and Clients and Amplify Significant Voice of Brands.

My Wings of Strengths - Deep Understanding of Media Landscape, Experiences Spanning Diverse Industries Including Startups, Lateral Thinking, Multitasking Skills and My Strong Inclination Towards Continuous Self-Upskilling in Tune with Emerging Trends. **I** Harness My Strengths to Craft and Implement Compelling Branding Strategies Ensuring a Consistent and Formidable Flow of Firm's Bottom-Line Growth!

Profile Summary – An Affair with Media, Corporate & Social Work

Broadcast Media – TV (DD News), Radio (All India Radio), New Media (A2Z News), Print (CNN News Magazine), News Production (Shaurya Production House) Roles – Journalist & Presenter, Copy Editor.

Corporate Sector – Packaging, Premedia, Education and Recruitment – **Roles Focused on** Public Relations, Advertising, Corporate Communications, Marketing, Corporate Sales, Business Development.

Social Work – NGO(YMCA) **Role** – Volunteer – Counselling.

Expertise – Journalism | Public Relations | Corporat Communications | Business Development

Broadcast Journalism – News Coverage, Packaging of News Stories, Interviews, Copy Editing, Anchoring, News Production, RJ, V/O

Strong Media Relations/ PR Strategy – Scheduling Press Conferences, PR Campaigns, Securing the Right Media Coverages, Ensuring Award Recognitions and Strengthening Company's Profile & Brand Visibility in the Media & Market.

Networking and Business Events – Planning & Organizing Networking and PR Events on a Pan-India Scale, Including Inaugural Events, Workshops, Conferences, Awareness Campaigns, Career Guidance Programs and New Service Launches.

Client Relations / Management – Develop & Manage Client Relations, Address Pain Points, Conduct Online/Offline Meetings & Communications.

Corporate Branding, Internal & External Communications – Engaging Business Presentations, Press Releases, Press Kits, Business Profiles, Brochures, Taglines, Google Forms, Website, Landing Pages, Social Media Copy and Content Development & Management, Advertorials, E-Mailers, News-Letters, Blogs, Write-Ups, Communicate With & Manage Internal & External Stakeholders, Managing In-House Magazine Contributing with Write-Ups and Interviews.

Marketing & Business Development – Comprehensive Market and Industry Research. Travelling for Trade Conference Visits, Meetings and Networking with Prospects. Contributing to Planning & Development of Business, Structuring Marketing Campaigns, Inbound & Outbound marketing strategies - Ensuring Strategic Expansion and Global Business Development.

Key Skills

PR Campaigns/Corporate Communications/ Advertising	Press Conference / Press Release / Press Kits
Media Coverage / Media Relations / Corporate Branding	Inbound/Outbound Marketing / Strategic Management
Client Development & Management / Market Research	Marketing Communications / Team Management
Meetings / Networking / New Business Development	Business Presentations / Marketing Collaterals
Internal & External Communications	B2B Business Development / Lead Generation
Social Media Content Development & Management	Copy Writing, Copy Editing / Blogs / Landing Pages
Web Analytics / Canva / PPT / MS Office	Planning & Hosting Company Events
News Writing/ Interviews/ Articles & Feature Writing	Broadcast Journalism / Electronic Media / Print Media

I Take Initiatives. Embrace Challenges & Changes and Drive Constantly to Meet the Desired End Results!

Professional Experiences In Detail

YesGo – Chennai	Business Development Manager – May 2018 - September 2022
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YesGo – Education & Training Institute for Packaging Premedia and Prepress. It Also Provides Hiring and Placement Services (Exclusively to Print and Packaging Industry) and Premedia Services with Its Sister Concerns **My Print Career** and **SGO Premedia** Respectively.

My Responsibilities at YesGo

- Responsible For Business Development, Management and Growth Through 360 Degree Business Development and Lead Generation Strategies with Omnichannel Approach. It Included Public Relations Strategies, Networking and Outreach Campaigns, Strategic Business Planning, Direct Brand Management, Media Relations, Corporate Positioning, Online & Offline Marketing and Advertising – Ensuring Strategic Expansion & Increased Global Media and Market Presence.

Strategic Business Planning, Corporate Branding, Marketing and Business Growth from The Scratch

- Market and Competitor Analysis & Research
- Development of Companies Mission, Vision, USP, Company's Culture, Concept & Literature, Online and Offline Marketing Collaterals - Business Profiles, Proposals, Presentations, Brochures, Websites, Landing Pages, Social Media Profiles, Creative Content Development– Audio/ Visual/ Text
- Travelling & Visiting Industry's Events and Conferences, Meeting and Networking with Prospective Clients, Exploring Market and Industry's Trends
- Established Provisions for Corporate Training, Onsite Training, Online Training
- Established Provisions for Industrial Visits & Trainings for Students to Get Them Practical Exposure
- Client Management with Effective Communication Strategies

Public Relations | Media Relations

- Secured Coverage in National and Global Trade Media. Inviting Media at Company Events – New Business Launches, Workshops, Inauguration of New Branches, Business Meets
- Managing Press Kits, Press Releases, Features, Interviews and Write-Ups for Coverage in Trade Media
- Planned Campaigns **Touch The Benefits** (For Students & Clients); **SHE** (Work, Learn & Earn Opportunity for Women From Home)
- Planned & Organized Workshops, Seminars and Business Events at Pan India Scale
- Planned & Organized Career Guidance Program at Various Institutes Like Anna University, IPT Chennai
- Planned, Organized & Hosted Inauguration Events & Other Company Events
- Managing Print Advertorials, Online and Offline Advertisements Activities, Writing Blogs & Articles

Key Achievements at YesGo

- **Planned Branches & Workshops at Pan India Scale**
- **Planned Marketing Campaigns Ensuring Local & Global Media Coverage & Reach**
- **Planned & Developed Sister Concerns of YesGo: My Print Career | SGO Premedia**
- **Developed & Managed In-House Magazine – Including Layouts, Editorials, Interviews & AD Space Selling**

M K PRINTPACK PVT. LTD. – CHENNAI**Marketing Coordinator** – June 2015 to January 2018

***M.K. Printpack Pvt. Ltd** Is a Leading Packaging Converter Specialized in Fluted Cartons, Mono Cartons, Flexible Packaging, Pharma Packaging, Pet Cartons and more.*

My Responsibilities at M.K. Printpack Pvt. Ltd.

As A Marketing Coordinator – My Profile Was Focused on Marketing, Client Development, Public Relations, Media Relations, Internal and External Corporate Communications

Key Contributions at M K Printpack

- **Marketing, Client Development and Team Management:** Played a Pivotal Role in Crafting Marketing & Promotional Strategies, Identifying and Nurturing Potential Clients, Attending Client Meetings, Cultivating Strong Relationships with Key Decision-Makers, and Bolstering the Client Portfolio. Engaged in Extensive Research on Both Current and Potential Clients, Ensuring Well-Informed Interactions and Tailored Communications. Researched the Needs of Customers and Coordinated with Them to Inform About New Developments in the Company's Products. Fostered New Client Relationships While Skilfully Managing the Marketing Team, Resulting in Enhanced Client Engagement, Brand Awareness and Team Productivity
- **Trade Conference Visits:** Visiting Trade Conferences, Effectively Networking with Prospective Clients
- **Redesigning the Company Website:** Spearheaded the transformation of company's digital identity by Leading the Complete Redesign of Website, Resulting in a Visually Appealing and User-Centric Platform
- **Content Development:** Developed Engaging Communication and Contents for Business Mails, Business Presentations, Marketing Collaterals, Websites, social media
- **Cultivating Media Relations & Securing Media Coverage:** Instrumental in Nurturing Strong Media Relations, Secured Coverages, Authored Press Releases, Managed Publishing of Features, Write-ups, Interviews and Propelling Company's Recognition in Trade Media Outlets - Amplifying its Industry's Presence
- **Successful MK Printpack South India Branch Inaugural Event Management:** Orchestrated Seamless Planning and Execution of the Inaugural Event of Company's South India Unit Installation and ensure engaging media coverage as well.

Freelance Writer**August 2008 – March 2015**

- Contributed Articles to Prominent Publications like the Times of India; In-House Magazine of SAIL – Jeevan Rekha

ALL INDIA RADIO (News Service Division) – NEW DELHI**Journalist – News Reporter (On Assignment) --**
Sep 2006 to April 2008

All India Radio is India's National Radio Broadcaster Headquartered in New Delhi. Its Regional Broadcast Centres Are Located in Various Regions of India.

My Responsibilities at All India Radio News Service Division

- Providing Daily News Coverage for Regular News Bulletin
- Attending Press Conferences
- Writing News Scripts, Taking Interviews, Bytes of Persons Concerned
- Packaging Of News Stories Using Scripts and Bytes
- Doing Phone-In and Voice Cast for The News Stories

ALL INDIA RADIO (YuvaVani Section) – NEW DELHI**Presenter (On Assignment) --** July 2006 to August 2006

- **Presenter**-Song Based Programme-Mehfil and Discussion Based Programme-Paricharcha

DOORDARSHAN NEWS –NEW DELHI**Journalist - Intern** –Jan 2006 to April 2006

Doordarshan News or DD News Is India's National TV News Broadcast Channel Headquartered in New Delhi. Its Regional Broadcast Centres Are Located in Various Regions of India.

My Responsibilities at Doordarshan News

- Providing Coverage of Major Events Especially Crime News Stories
- Packaging Of News Stories Using Visuals, Bytes and Scripts
- Taking Interviews, Bytes of Persons Concerned
- Writing News Script
- Attending Press Conferences
- Maintaining Records of Shots/Feeds from News Agencies
- Running Scroll/Ticker to Display Headlines, Breaking News

SHAURYA PRODUCTION HOUSE -- NOIDA**Journalist - Intern** -- April 2005 to May 2005

Shaurya Production House – Based in Noida (Delhi NCR) is a Production Unit for Crime Stories Based Television Shows Owned by Renowned Crime Journalist Mr. Manoj Raghuvanshi.

My Responsibilities at Shaurya Production House

- Assisting In Production and Direction of Crime News-Based Programs for Various T.V. Channels
- Researching And Writing Scripts for The Programs
- Associated With Production of **Khula Manch – A Talk Show** for Sab TV
- Associated With Production and Direction of **Mrityudand – Crime Stories Based Show** for Zee News

YMCA – BOKARO STEEL CITY**Volunteer- Counsellor**—2003-2004

YMCA – Young Men's Christian Association is a World-Wide Non-Governmental Youth Organization, Based in Geneva, Switzerland.

My Responsibilities at YMCA – Bokaro

- Worked For the Project *Family Counselling Centre* Undertaken By YMCA-Bokaro Steel City
- Assisted In Counselling and Rehabilitation Program for The Deprived and Destitute Women Especially of Rural Areas

Research & Write-ups

- **MBA Marketing Project Report - *Public Relations as An Emerging Strategic Marketing Tool***
- **Master Thesis** on ***Violence Against Women under*** YMCA-Bokaro Steel City for Project Work of Post Graduate Diploma in Human Rights
- **Field Report** on ***Child Labor*** for Project Work of Post Graduate Diploma in Human Rights
- **Case Study Report** on ***Crime Against Women*** for Project Work of Post Graduate Diploma in Human Rights

Notable Achievements | Awards & Recognitions

- Got Featured in PrintWeek Magazine for Special Feature on Women's Day
<https://www.printweek.in/News/postscripttrakhidas-23941?amp=1>
- Received Performance Award for YesGo, SGO and My Print Career
- Nominated For Frontline Team Member Covid-19 Award- By PrintWeek

- Received Token of Gratitude from HOD Media Technology, Manipal Institute of Technology, Manipal
- Coordinated a Cultural Event for Tsunami Relief Fund at India Habitat Centre, New Delhi, Under the Song & Drama Division, Ministry of Information & Broadcasting, Govt. of India
- Articles Published in Leading English Daily - Times of India and In-House Magazine of SAIL -Bokaro
- Manage My Blog Pages and Websites
- Performed in Play as A Lead Actor During Annual Mass Comm Meet at Indraprastha Institute of Mass Communication - New Delhi. -2005
- As A Lead Actor Performed in Play- *Chehre* – Written by Shankar Shesh and Staged in LTG Auditorium – New Delhi – 2005
- Senior Diploma in Hawaiian Guitar from Prayag Sangeet Samiti Allahabad. – 2011
- Actively Involved in Social Service Activities

Social Organizations

- **Public Relation Society of India** – Ex- Member Chennai Chapter
- **Public Relation Society of India** – Ex -Member Delhi Chapter
- **YMCA** – Life Member Bokaro Chapter

Education Contour

MBA – Marketing - 2023

Suresh Gyan Vihar University, Jaipur

PG Diploma in Mass Communication – 2005

Guru Jhambheshwer University, Hissar

PG Diploma in Human Rights (Specialization in Women and Child Rights) - 2008

Indian Institute of Human Rights, New Delhi

B.A. in English Honors – 2000

Vinoba Bhawe University, Hazaribagh

Diploma In Digital Marketing – April 2018

FITA Academy, Chennai

Certificate Course In TV. News Reading and Anchoring- June 2004

Take One School of Mass Communication, New Delhi

Personal Dossier

Gender: Female

Language: English, Hindi, Maithili

Interest: Reading, Writing, Music, Travelling

Permanent Address: Block A1, Future Homes Colony, Near Highway 32, Opposite Bhoothnath Mandir, Adjacent to Sarkar Hotel, Dumarjor, Chiksia, Chas Bokaro – 827013, Jharkhand.

Declaration: *I hereby declare that the above-mentioned details are true to the best of my knowledge.* Please Visit My Website for More Details www.rakhidas.in

Thank You.

