

JOYSHREE SAHA

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D-761, Chittranjan Park, New Delhi-110019

PROFESSIONAL SUMMARY

Ambitious and skilled Public Relations & Marketing Professional with more than 5 years of experience in fostering positive relationships between Organizations and Media. Strong communication skills and confident presentation abilities to write and edit content, pitch and deliver promotional offers, and collaborate with media for positive publicity. A profound understanding of the importance of good PR, content management, and timely response to the organization inquiries in the development and success of a brand. Expert content writing abilities with thorough attention to detail, proper formatting and citation, and concise delivery of interesting facts. Committed to providing organizations with positive interactions with the media to maintain reputation, strengthen consumer loyalty, and establish credibility.

SKILLS

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|----------------------------|-----------------------|---------------------------|
| • Public Relations | • Strategic Messaging | • Promotional Campaigns |
| • Advertising Coordination | • Market Research | • Media Relations |
| • Relationship Management | • Exceptional Writer | • Corporate Presentations |
| • Digital Marketing | • Content Management | • Planning and Branding |

WORK EXPERIENCE

(August 2020 – Present)

Marcom Manager- Secugenius

Responsibilities-

- Create content for blogs, articles, social media, and **company website (Riseoo)**
- Execute **internal communication** to support company's strategic objectives
- Handling solely the **PR agency and other creative agencies**
- Pitching PR articles to various media houses
- Create, develop & manage content for organization's web presence
- Assisting the Marketing Department to develop content for **advertising campaigns**

(September 2017 – March 2020)

Senior PR Specialist - OPPO Mobiles India Private Limited

Responsibilities-

- Assisted in designing and executing **promotional campaigns** to build product awareness, garner positive media attention, and boost company reputation
- Maintain relations with **Media Houses & Publications** and managing media inquiries and interview requests
- Create opportunities for partnerships, sponsorships and advertisements on regular basis for the organization
- Execute internal and external communication to support company's strategic objectives

- Worked with various platforms and vendors, such as PR or creative agencies for video shoots, branding requirements to ensure procurement of all items within defined timelines
- Work with visual and graphic designers to translate content needs into illustrations or other visual assets
- Creating & editing Press releases for **National & Regional Media Amplification**
- Monitor, analyze and communicate PR results on a quarterly basis
- Communicate brand mission across online and offline platforms
- Leading the on-ground execution in product launch events
- Handling association and collaboration events of **OPPO** with **ICC World Cup, Sunburn, Vogue, Avengers End Game and PUBG Mobile**

(January 2017- May 2017)

Content Writer - India Today (Living Media India Limited)

Responsibilities-

- Produce **well-researched content** for online and in print publications
- Content creation for **India Today Conclave** and **India Today Woman Summit** for the year 2017
- Following an editorial calendar, collaborating with other members of the Content Production Team to ensure timely delivery of materials
- Assisting the marketing team in developing content for **advertising campaigns**
- Proofreading content for errors and inconsistencies

(July 2015- January 2017)

Feature Writer - Franchise India Holdings Private Ltd

Responsibilities-

- Conducting **in-depth research** on industry-related topics to develop original content
- Developing content for articles, product descriptions, social media for **The Franchising World Magazine and Websites**
- Work closely with the client through day to day interactions, idea presentations and review meetings
- Performing all aspects of **content development** from researching, outlining and conceptualizing writing, editing, and proofreading

(October 2014 to June 2015)

Copywriter - ArchiDesign Perspective

Responsibilities-

- Collaborate with researchers, product designers and product managers to chart out communication tactics for the product
- Collaborate with growth and marketing copywriters to ensure consistency in content
- **Write information-rich content** for blogs, articles, product descriptions and the company website

PROFESSIONAL AND ACADEMIC QUALIFICATIONS

| Qualification | Institute/University | Year of passing | Division |
|--------------------------------|---|-----------------|--------------------------|
| Master's in Mass communication | Guru Jambheshwar University of Science and Technology | 2014 | 1 st Division |

| | | | |
|-------------------------------|--|------|--------------------------|
| MA in English | Indira Gandhi National Open University (IGNOU) | 2015 | 2 nd Division |
| PG Diploma in Journalism | Bhartiya Vidya Bhawan | 2013 | 1 st Division |
| BA Hons. (English Literature) | Sri Venkateswara College, Delhi University | 2012 | 2 nd Division |

| CERTIFICATION COURSE | | |
|-----------------------------------|-----------------------|-----------------|
| Module | Certification Academy | Year of passing |
| Fundamentals in Digital Marketing | Google | 2020 |

| ACADEMIC DETAILS | | | |
|------------------|-------------------------------|-----------------|--------|
| CLASS | School (Board) | Year of passing | Marks |
| XII | Gyan Bharti School (C.B.S.E.) | 2009 | 85.75% |
| X | Gyan Bharti School (C.B.S.E.) | 2007 | 71.00% |

KEY STRENGTHS

Strong Communication & Interpersonal skills, Hardworking, Flexible, Adaptable, Self-Motivated, Result oriented, and excellent team player.

PERSONAL DETAILS

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|--------------------------|---------------------------------|
| Name | Joyshree Saha |
| Father's Name | Late. Ratan Saha |
| Date of Birth | 28 th September 1991 |
| Nationality | Indian |
| Linguistic Skills | English, Hindi and Bengali |
| Marital Status | Unmarried |

I do solemnly declare that the information above is correct to best of my knowledge & faith.

Signature

(Joyshree Saha)