| Sneha James |
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| Personal Profile | I am an open-minded individual with a thirst to prove herself and create a mark in the industry. Driven, dedicated and determined, I am up for challenges in my life. |
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| Career Objective/Summary | To obtain a challenging position that allows me to utilize my knowledge and current skills as well as challenges me to learn new skills and gain more experience |
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| Work Experience | **May- June 2018 Digital Marketing Intern Gold Rush Entertainment**  * Hired for the project- World on a Plate. * Handled the calls for B2B as well B2C clients. * Created exclusive social media plans and content for promotion. * Dealt with premiere level client calls for the event. * Managed customer relations on the day of the event.  **May- Nov 2017 Account Coordinator The PRactice**  * Handled three different accounts in the field of wellness, FMCG & start-up. * Responsible for communicating with the client on a daily basis to meet monthly deliverables. * Responsible for completion of weekly and monthly reports for the client’s reference. * Establishing media relations to attain coverage for the client and their products. * Market research for acquiring new clients. * Established pipeline of bloggers for upcoming product reviews.  **Jan- Mar 2017 Consumer vertical intern The Practice**  * Responsible for creating social media content for leading hospitality and wellness brands. * Reaching out to various media outlets to establish contacts for future use. * Constant follow ups with existing media contacts to complete coverage.  **April- May 2016 Documentation Intern NASSCOM**   * Handled the various applications that the social innovation forum receives each year. * Responsible for sorting and documenting the applications according to the various themes provided.  **Oct- Nov 2015 Feature writer intern Deccan Herald**  * Responsible to write interesting articles around latest trends. * 10 of my articles on fashion and young achievers were published. * Interviewed bikers and musicians for articles on achievements. |
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| Education | **2017 Masters Christ University, Bangalore**   * First Class (60%) Post Graduate in MA in Media and Communication studies. * Studied subjects like PR, Corporate Communication, Event Management, Journalism, Entrepreneurship etc.  **2015 Bachelors Christ University, Bangalore**   * Second class (59%) Graduate in BA in Journalism, Psychology & English Literature. * Studied subjects like Journalism, Media Laws, Behavioral & Social psychology, American literature, Literary theories etc.  **2012 Commerce Army Public School, Jalandhar**   * Secured 73% under CBSE board. * Studied subjects like Accounts, Economics, Computer Science and Business Studies.  **2010 Science Army Public School, Jalandhar**   * Secured 88% under CBSE board. |
| Skills and Achievements | **Skills:**   * QuarkXPress * SPSS * Sony Vegas * Microsoft office * Team Management * Public speaking * Fluent English, Hindi & Malayalam |
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| Hobbies and Interests | I have a passion for listening to people’s stories and their life achievements. I love travelling and exploring new places around me. I read vivaciously and love to write poetry when the mood arises. |