



# POOJA AGNIHOTRI

## Public Relations

Skilled public relation professional with experience in fostering positive relationships between organizations and media.

Profound understanding of the importance of good publicity, reputation management, and timely response to PR inquiries in the development and success of an organization. Expert writing abilities with thorough attention to detail, proper formatting and citation, and concise delivery of interesting facts.

Results-oriented professional with experience in corporate communication, creative services and crisis communications.

## EDUCATION

- Makhn Lal Chaturvedi National University Of Journalism & Communication

Post Graduation in Advertising & Public relations in 2020

- KMC Language University

Graduation in Journalism & Mass Communication in 2018

## CONTACT

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Lucknow

## LANGUAGES

- English
- Hindi

## TOP SKILLS

- Canva
- Decision Making
- Communication
- Content Writing
- Social Media
- Event Management

## PROFESSIONAL EXPERIENCE

- HCL Technologies | Assistant Manager Mar 2021- Present

- My job role is to design content for newsletter, product information, posters and for their website.
- Manage internal and external communication with different modes.
- Led and directed team members on effective methods, operations and procedures
- Developed existing team into high productivity, results-oriented unit through creative initiatives.
- Facilitated inquiries and requests from media outlets, verifying legitimacy of sources.
- Performed thorough market research and analysis to communicate company mission and values.

- GERG | Public Relations | Nov 2018 - OCT 2021

- There my job role was to write and distribute content to different media sectors, managing social media accounts of the clients, client servicing, event management, CSR activities
- Measured qualitative and quantitative data in real-time for social media campaigns.
- Coordinated meetings with journalists, bloggers and other members of media to discuss topics of interest to organization.
- Supported marketing team in implementing strategic short and long marketing plans and PR initiatives.
- Handled social media accounts for company to promote and engage online communities.
- Arranged public appearances, lectures, contests and exhibited for clients to increase product and service awareness and to promote goodwill.
- Purchased advertising space to promote client's product or agenda.

- Hiavent Innovations | Communication Specialist | Sep 2017 - OCT 2018

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