

 **8882749065**

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SKILLS

- Ms office - Excel , Powerpoint , Word
- Google Analytics
- Critical Thinking
- Research & analysis
- Adaptability and Problem-Solving
- Budgeting and Financial Management
- Communication & relationship management
- content writing
- social media management

ACHIEVEMENTS

- LETTER of COMMENDATION by LGBT Airport
- Google analytics certificate
- certification of Legal awareness by DELHI STATE LEGAL SERVICES AUTHORITY
- awarded 'Dwitya Sopan' by Bharat scouts & guides

LANGUAGES

- English
- Hindi

LUBINA CHAUHAN

CAREER OBJECTIVE

My career objective is to leverage my academic foundation and experience to excel in the dynamic fields of communication. I aim to deliver impactful strategies, building strong media relationships, and crafting compelling marketing & communication campaigns.

ACADEMIC PROJECTS

Advertising & Public relations | IIMC | 2023

- **Campaign for LGBT airport, Guwahati (ADANI AIRPORTS)**
created a 360 degree campaign for LGBT airport , guwahati (Adani airports). I worked as Media Planner , PR specialist and Researcher for the campaign.
- **BATON MAGAZINE of Advertising & Public Relations | IIMC**
Article for the Baton magazine on the topic "financial aspects of CSR"
- **Exclusive Interview with CFO , SK finance**
Interviewed Mr.Atul arora CFO, SK finance (esskay fincorp) for the Baton Magazine
- **newsletter ' UDAAN '**
worked as Editor for the newsletter
- **Media planning campaign**
created media planning campaign for **Mother Diary**
- **Marketing Campaign**
created marketing campaign for **HUL kissan** brand, where a new category of product launched and made a marketing plan for it
- **Media Literacy Project**
Designed poster for The Digital International Media Literacy eBook Project
- **Research Project**
research Dissertation on topic "understanding psychology of consumer: various factors behind purchase decision"

INTERNSHIPS

IONIC DIGITECH | Internship (JUN-OCT 2021)

- worked as SEO intern & content writing for their wordpress Page , wrote automobile and finance articles

APN NEWS CHANNEL | Internship (SEPT-DECEMBER 2020)

- **Guest relation intern**
Scheduling and coordinating guest appearances on news shows .
- **Assignment Desk intern**
worked upon Research and Fact-Checking, News Monitoring , communicating with news reporters and stringers, Content Gathering, Transcription and Documentation, administration and Editorial Support

EDUCATIONAL BACKGROUND

- **POST GRADUATION DIPLOMA | 2022-23**

Indian Institute of Mass Communication
ADVERTISING & PUBLIC RELATIONS
78.5 % (I semester)

- **GRADUATION | 2019-22**

Maharaja Agrasen college , University of Delhi
B.A. PROGRAMME { COMPUTER SCIENCE & ECONOMICS}
7.72 CGPA First Division

- **CLASS 12 th | 2019**

Modern School , Central Board Of Secondary Education
75.40% { commerce}

- **CLASS 10 th |2016**

Modern School , Central Board Of Secondary Education
8.2 CGPA