



PALAK SHARMA

EDUCATION

Bachelor In Journalism And Mass Communication (2015-2018) Lovely Professional University, Jalandhar. Punjab

CGPA: 7.57

Masters In Journalism And Mass Communication (2019-2021) MIT ADT University, Pune

CGPA: 8.00

CONTACT INFORMATION

Home: House No 6/83, PO Badheri. Airport Road, Shimla, Himachal Pradesh
Contact No.: 8219418610
E-mail: palaksharma2824@gmail.com
<https://palaklikespalak.blogspot.in/2016/09/life.html>

SKILLS AND ABILITIES

- MS Excel
- Adobe Premier Pro (Beginner)
- Good Communication Skills.
- Problem Solving Skills with good leadership management.

WORK EXPERIENCE

Internship 1 : All India Radio

Designation : Assistant News Editor

Roles And Responsibilities:

- Monitored the accuracy and the fairness of the headlines and the news
- Assisted the Sr. Editor with daily routine tasks
- Regular research on current affairs which supported the news

Internship 2 : Adworry Media - Mompreneur Circle

Designation : Public Relation Executive

Roles And Responsibilities:

- Looked after the communications and collaboration with PR agencies and Advertising agencies and associated clients from different PR agencies for various campaigns and live sessions held on the social media platforms.
- Provided brand solutions through the platform to the brands according to the company's target audience.
- Kept myself updated with the latest PR industry trends and best practices.

Job : Public Relation Account Executive - Communicate India

Designation : Public Relation Account Executive

Roles And Responsibilities:

- Handled massive health, entertainment and auto clients such as Cipla Health, Gaana, Hurun India, Neuron Energy and Vijay Patil.
- Disseminated news of activities to mass media.
- Coordinated press conferences, tracked and evaluated media coverages.

Job : Outreach Analyst - PINKVILLA

Designation : Outreach Analyst

Roles And Responsibilities:

- Evaluated Content and pitched to various professionals and experts for article reviews using different methods of communication.
- Followed up and correspond on calls and emails and effectively collaborated on different websites.
- Maintained a database of professionals and coordinated internally within the teams.

ACHIEVEMENTS

2016: Film Festival

Designation : Event Manager

Roles And Responsibilities:

- Planned organized and Co-ordinated Bioscope Punjabi Film Festival held in LPU
- Managed Celebrities who attended the Festival
- Co-ordinated meetings with clients and sponsors

2017: Rishikesh-Feel The Flows (Documentary)

Designation: Anchor/Host & Script writer

Roles And Responsibilities:

- Budget Management for the shoot
- As an anchor I interviewed people with various nationalities
- Identified and related various issues based on the subject