

AKANKSHYA PRATIHARI

Highly motivated entry-level professional looking for an opportunity to apply the marketing, public relations, and management skills gained while pursuing Bachelor of Journalism and Mass Communications degree. Dedicated to achieving employer's goals; adept at developing digital marketing strategies and determining clients' needs. I'd be an asset to your team if you're looking for a versatile professional who thrives in a variety of collaborative environments.



D.O.B- 6th May 2001

📞 9971438515

✉ pratihari.akankshya@gmail.com

📍 Palam, New Delhi

Education

Bachelors (Hons) in
Journalism and Mass
Communication-
Apeejay Styta University
Sohna, Haryana
2020-2023

Skills

Content Creation &
Automation.
Written communication
Strategy planning.
Event planning and
management.
Social media
management.
Media relations.
Photography and
Cinematography.
Editing and graphic
designing.
Data visualization, Data
analysis and research.
Digital marketing.
Project management.
Integrated Marketing
Communication.

WORK EXPERIENCE

SOCIAL MEDIA EXECUTIVE INTERN

India Ahead

(June 2022 – August 2022)

- Managed the channel's Twitter, Instagram, Facebook, and YouTube profiles with a combined following of 999K+. (Facebook, YouTube, and Twitter).
- Researched and implemented social media strategy which increased viewership by 27%
- Identified and executed improvements for processes, content, and lead generation.
- Collaborated with Content Team to promote blog posts and guest posts.
- Provided market research, forecasts, campaign results, and consumer trends.
- Managed live prime time and evening debate shows on all the social media outlets.
- Created placards on Adobe Photoshop and illustrator which is on the companies' social media platform.
- Creatives made by me also went viral on twitter and Facebook.
- Collaborated with marketing team to increase engagement.

EXTRA CIRCULAR ACTIVITIES

Articles for ASU Express
Page design for ASU Express
Cinematography

- Dance-a-tong.
- Goonj
- Media Conclave
- Talent Hunt
- Blood donation drive
- Elaan (fest)
- Social worker at Nai Soch Nai Pehal trust

Pursuing certification courses

1. Digital marketing specialization.
2. Strategy of content marketing.
3. Introduction to negotiation.
4. Viral marketing and how to craft contagious content.
5. Entrepreneurship specialization.
6. Business communication.
7. Financial markets.
8. Management consulting.
9. Businesses analytics.