

# KEERTHI N.THILAKAN

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## Career Objective

Secure a responsible career opportunity to fully utilize my training and skills, while making a significant support to the success of the company.

## Academic Credentials

Qualification	Institute Name	Board/ University	Paper Result (%)	Year of Pass out
10 <sup>th</sup> Standard	The Cambridge International School, New Delhi	CBSE	7.4 (CGPA)	2010
12 <sup>th</sup> Standard	Mata Gujri Public School, New Delhi	CBSE	76.75	2012
<u>Under Graduation</u> BMMMC (Hons.)	Indraprastha College for Women, New Delhi	Delhi University	64.5	2015
<u>Post Graduation</u> Advertising and Public Relations	Indian Institution of Mass Communication, New Delhi	IIMC	68.2	2019

## Internships

Company Name	Project Scope	Learning
<u>Magical Dreams</u> (Film Production House) New Delhi June’15 – August’15	To perform extensive research on upcoming film festivals. To promote the upcoming movies of the house. To analyze the reviews about the movie.	Observed the business operations & understood its role & importance in creating long-term audience.
<u>SEWA Bharat</u> (NGO) New Delhi, May’14 –July’14	To create two videos regarding the Youth Club.	Learned to complete short-videos within a limited span of time and resources.
<u>M/s Photonx</u> New Delhi, January’14 – December’14	To do online promotion. To study and plan the upcoming requirements of customers.	Learned to handle the social media page and online client servicing.
<u>Zee Business,</u> (Media house) Noida, December’13 – January’14	To get more outcome with fewer resources. To maintain the expectation of audience.	Observed how media house assembles the news and organizes it before broadcasting. Learned how to coordinate with other departments to give the best show to audience.

## Extracurricular Activities

- Got selected among 100 participants from 68 colleges of DU for online course called “India in the 21<sup>st</sup> Century”.
- Won many winner prizes for photography.

## Work Experience

Organization: **4<sup>th</sup> Dimension Marcom, New Delhi**

Duration: May, 2018- July, 2018

Designation: Account Marketing Manager

Profile in detail:

- Build relationships with key employees and manage client relationship.
- Pitching to clients.
- Event management: To efficiently complete, and initiate to resolve any crisis that might occur.
- Source and negotiate with vendors and suppliers.
- Revamp the company website.

Organization: **3S Studio Pvt. Ltd, New Delhi**

Duration: Nov, 2017 – April, 2018

Designation: Advertising Media Marketing Manager

Profile in detail:

- Negotiate advertising contracts.
- Initiate market research studies and analyze their findings to understand customer market opportunities for business.
- Develop pricing strategies for products or services marketed to the target customers of a firm.

Organization: **Techplus Media Pvt. Ltd, New Delhi**

Duration: Feb, 2016 – Oct, 2017

Designations: Sr.Executive -Integrated Marketing & Communication (Jan.2017-Oct.2017)  
Executive -Integrated Marketing & Communication (Feb.2016-Dec.2016)

Profile in detail:

- Coordinating with client Advertisers of the Magazine.
- Bring in more paid delegates for different client events like Maharashtra Health Ministry.
- Handled media partnerships for dozens of national and international clients.
- Core team member for multiple in-house events (Awards & Seminars held in 4 different cities).
- Worked with high profile clients like Microsoft, SAP, etc.
- Extensively worked on product demand generation activities via social media, online promotions and also through traditional medium.

## Achievements

### Major Projects Handled in PG

- ❖ Course Learning
  - Campaign Building for Delhi Tourism.
  - PSA Campaign Study on 'Jaago Re' by Tata Tea.
  - Digital Marketing study on Nykaa.

### Positions of Responsibility

- ❖ Student's Coordinator for Social Media Promotion Team of 'Media Maha Kumbh 2019'.
- ❖ Social Media Manager of the magazine 'THE BATON', 2018- 19.
- ❖ President of SIMULACRA-The Film & Photography Society at IPCW, 2014-2015:
- ❖ Member of Student's Union Organizing Wing, at IPCW, 2014-2015
- ❖ Event-Head for the BMMMC Department fest 'Frame Politik'.
- ❖ Held the positions of Director, Asst. Director, Camera-Person and Video-editor for various UG Academic Projects.