

AKSHAY KUMAR

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#### CURRICULUM- VITAE

<b>CAREER OBJECTIVE</b>	<p>To enhance my capabilities in the field of media and communication &amp; keeping myself updated with the latest developments to contribute in the organization and Accomplish the desired goals with timeliness using my acquired experience till date.</p>
<b>WORKING EXPERIENCE</b>	<p><b><u>THE TIMES GROUP (BCCL)</u></b> <b><u>Navbharat Times EDITORIAL TEAM (Intern)</u></b></p> <p>Have done copy editing, reporting, Page making under the campaign planet campus and Security campaign May-July 2017. During this period I was responsible to give story ideas and to cover feature stories and stories related to education.</p> <p><b><u>NBT BRAND TEAM – (Position -Brand consultant)</u></b></p> <ul style="list-style-type: none"><li>- Planning and implementing the BTL/ATL activities to building the brand stature.</li><li>- Assisting in NBT marquee events in planning &amp; execution (Women Bike Rally, Planet Campus etc.)</li><li>- Handling on ground execution of events/workshops for NBT Rangmanch Club the initiative of NBT.</li><li>- Analyzing the demand of the readers and planning the events/workshop to <b>maximize the revenue.</b></li><li>- Finding the quality service provider and Tie-up with them to generate bigger pool of events/workshops.</li><li>- Daily updates- members, workshops, payments, P&amp;L, events (with existing service providers), editorial liaison for event promotions.</li><li>- Weekly Club Health Reporting (Member, P&amp;L, Cost, Events) and Month wise forecast of club revenue (Event Calendar- Min. 10-12 events/ workshops every month with existing * new partners)</li><li>- Effective &amp; timely digital updates leading to better user engagement. {Regular FB posts/updates for events, NBTRMC website event &amp; gallery update, Query handling on daily basis (mail/fb) QC report-daily updates &amp; weekly reporting}.</li><li>- Effective Timely Reporting/ Submissions &amp; Corrective Measures on product report and front page analysis of NBT vis a vis its competitors- DJ, HH</li><li>- Managing NBT Rangmanch Club website and Social media pages for its <b>content related to events and campaigns planned by NBT Brand Team which encloses feature articles, blogs, workshop briefs, providing various creative briefs to the agencies.</b></li></ul>

	<p><b>NBT SURAKSHA KAVACH:</b></p> <ul style="list-style-type: none"> <li>• With an objective not only to increase our readership, but also to know your customer (KYC) by collecting database, this campaign has been successfully going through On-ground and Digital modes with total count around 20000+ people in the three phases which has been conducted in 4 months from different localities of Delhi.</li> <li>• Till now total 30 summits have been organized by NBT in various RWA societies having footfall of around 200+ people on each summit.</li> </ul> <p><b><u>NBT FLAVORS FEST:</u></b></p> <ul style="list-style-type: none"> <li>• Managed operations and coordinated complete 2 day event including artist management, stage coordination and tie ups with civic agencies like NDMC, Sahitya Kala Parishad (Ministry of culture) followed by Database management.</li> <li>• Engagement with digital promotions on social media and website.</li> </ul> <p><b><u>ALL WOMEN POWER RALLY:</u></b></p> <ul style="list-style-type: none"> <li>• Based on women empowerment AWPR is conducted every year since 2008 with editorial amplification and digital promotions.</li> <li>• Total participation of ~5000 women in Delhi.</li> </ul> <p><b><u>COMPETITIVE TRACKING &amp; editorial support</u></b></p> <ul style="list-style-type: none"> <li>• Competitive analysis of on-ground outdoor and print brand campaigns</li> <li>• Providing editorial support for promotions of events on weekly basis for NBT Rangmanch club website (English content) www.nbtrangmanchclub.com</li> </ul> <p><b><u>DEPARTMENTAL COORDINATION</u></b></p> <p>Alignment with:</p> <ul style="list-style-type: none"> <li>• Editorial team</li> <li>• Scheduling team</li> <li>• Response team</li> </ul>		
<b>ACHIEVEMENTS</b>	<ul style="list-style-type: none"> <li>• Have given musical performances on various platforms of Government on behalf of <b>PAKALPANA ART GROUP</b> which is registered with <b>Ministry of Information and Broadcast</b>.</li> <li>• Have provided the training and development program in music and Performed in the seminars and cultural programs organized by The Life Eternal Trust (State, National and international level).</li> <li>• Have given a Piano performance as a guest At YMCA Annual concert in 2011.</li> </ul>		
<b>ACADEMIC QUALIFICATIONS</b>	<b>Journalism and Mass Communication (BJMC)</b> <b>Graduated</b>	<b>JIMS University</b>	<b>(2014-2017)</b>

<b>TRAINING EXPERIENCE</b>	<p>Successfully completed Training at “Bennett Coleman and co. ltd” for 2 months at editorial desk from May 2017 to July 2017.</p> <p><b>Have completed 2<sup>nd</sup> Grade Diploma from Trinity University - London</b></p>
<b>COMPUTER QUALIFICATION &amp; SKILLS</b>	<p><b>Computer Skills</b></p> <ul style="list-style-type: none"> <li>⇒ Microsoft office</li> <li>⇒ Adobe Premiere Pro.</li> <li>⇒ Adobe Photoshop.</li> <li>⇒ Adobe InDesign</li> <li>⇒ Image-line FL studio</li> <li>⇒ Cubase</li> <li>⇒ Nuendo</li> <li>⇒ Adobe audition</li> <li>⇒ Audacity</li> <li>⇒ Hindi and English typing (speed 50+ words per minute)</li> </ul>
<b>VALUES OFFERED</b>	<ul style="list-style-type: none"> <li>⇒ Positive attitude.</li> <li>⇒ Leadership</li> <li>⇒ Known for my integrity, versatility and humbleness.</li> <li>⇒ My biggest strengths are my abilities to efficiently work as a team, organizing capabilities, management skills and adaptability to my work environment.</li> </ul>
<b>OTHER INTEREST</b>	<ul style="list-style-type: none"> <li>⇒ Pianist &amp; Guitarist</li> <li>⇒ Music Composer</li> <li>⇒ Song, Stories and articles writing</li> <li>⇒ Speaker</li> <li>⇒ Singer</li> <li>⇒ Poetry</li> </ul>
<b>PERSONAL DETAILS</b>	<p>Father’s name: Shri. Dalip Kumar</p> <p>Mother’s name: Smt. Sarita</p> <p>Date of Birth: 5<sup>th</sup> December, 1995</p> <p>Language Proficiency: English, Hindi (read, write and speak proficiently)</p>

Date:

Place: New Delhi

(Akshay Kumar)