

## DEEPIKA CHHETRI



PR Professional



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### **OBJECTIVE**

To obtain challenging and responsible position in an organization wherein I contribute to the successful growth of the organization using my abilities and skills and further improving my personal and professional skills.

### **WORK EXPERIENCE AND RESPONSIBILITIES**

*Worked as a PR Executive in SKY Communications, Gurgaon (May 2019-March 2020)*

#### **Clients**

#### **Hospitality**

- The Westin Gurgaon, New Delhi
- The Westin Sohna Resort and Spa
- JW Marriott Jaipur Resort and Spa

#### **Fashion**

- Fashion Designer **Payal Jain**

#### **Entertainment**

- **PET FED**-India's Biggest Pet Festival (organised at Delhi, Mumbai, Bangalore)
- **Beat Street Festival 2020**- One of a kind food and music festival, which was supposed to debut in the capital

#### **Jewellery**

- **Irasva**- Diamond jewellery store

#### **Décor**

- **Ishatvam**-Luxury home décor brand

#### **Beauty & Startup**

- **Vanity Wagon**- An e-commerce startup and beauty marketplace
- **Melblok**- Startup, skin care brand

### **Major work & Responsibilities**

- Generating media coverage.
- Exploring and coordinating with celeb stylists for celebrity sourcing opportunities with different lifestyle brands of the organisation.
- Exploring bloggers collaboration opportunities for social media campaigns and monthly promotions.
- Exploring Property/Restaurant/ Spa review opportunity with media and bloggers for hospitality brands.
- Exploring shoots and cross branding opportunity for different lifestyle brands of organisation.
- Preparing PR plans/ Event plans and strategies for my respective clients.
- Ideating PR campaigns and brand promotions.
- Content drafting- monthly press notes, press releases, articles, inputs on behalf of clients.
- Managing launch events, chef tables and meet-ups etc.
- Managing crisis for my respective clients (if any)
- Communicating with target media market via traditional and online.
- Settling relationship building meetings of client with their target media of different cities.
- Preparing weekly activity reports- excel format.
- Preparing media analysis report-Ppt format.
- Research work and pitching story ideas to relevant media.
- Newspaper tracking and updating media list for easy reference.

### **Events**

- Have actively worked for designer Payal Jain for her showcase at **FDCI LMIFW SS'20**.
- Have generated coverage for designer Payal Jain for her installation at **Blenders Pride Fashion Tour**.
- Have actively handled **Pet Fed-India's biggest pet festival** which takes place in Delhi , Mumbai and Bangalore every year.
- Have generated coverage for **Beat Street Festival 2020**, a kind food and music festival, which was supposed to debut in the capital.
- Have worked dedicatedly for **The Body Shop's** Christmas range launch event.
- Have coordinated and generating coverage for chef's table and other promotional festivals on monthly basis for The Westin.
- Have coordinated with bloggers and media for Fam trip to JW Marriott Jaipur Resort and Spa.

### **Worked as a PR Executive in Teammate Public Relations (May 2018-April 2019)**

#### **Clients**

- **Everester Shivangi Pathak:** India's youngest girl who has climbed Mt. Everest
- **Doc Prime:** A healthcare vertical by Policy Bazar
- **Kundan Gold Refinery** by Kundan Group
- **Zeya:** Customised jewellery by Kundan Group
- **GURU:** An autobiography launched by Bloomsbury Publication

- **I Life digital:** Laptops and Tabs
- **Leverage Edu:** An edu-tech platform
- **UTH Beverages-Six Pack Nutrition:** A body building supplements
- **Satliva- Nature Nurture:** Startup, beauty brand

#### **Project based**

- **RRA Network:** National Convention Revitalising Rainfed Agriculture 2019
- **Climate Jamboree:** An initiative taken by TERI School of Advance Studies to engage and empower youth from India and across the world to build a sustainable future.
- **Rocking Deals:** E-commerce platform for mobile accessories
- **Coho:** Co-living space
- **Co-Offiz:** Co-working space Delhi/ Ncr
- **Mina Guli:** Water advocate and ultra-runner
- **Life of an Outcast:** Movie screening
- **Kajal Jain:** Founder & Director of **Studio Meso**- Interior designer

#### **Worked as a PR Executive Trainee in Teammate Public Relations (January 2018-April 2018)**

- **TWG Tea**-The Wellness Group: Luxury tea brand
- **I Life Digital:** Laptops & Tabs
- **Talocity:** HR solution, AI based app
- **Satliva**- Nature Nurtures: beauty brand
- **Teal & Terra:** Beauty brand

#### **Worked as an Intern in W Five Communication (August 2017- September 2017)**

- **FDCI:** Fashion Design Council of India  
Prepared coverage report
- **Bhawna Reddy:** Kuchipudi dancer  
Prepared coverage report
- **ALPS Beauty Group**— makeover session by **Dr Bharti Taneja & Dr Gunjan Guar**  
Did media follow ups and coordination during the event  
Prepared coverage report
- **Rangriti:** An ethnic clothing brand  
Worked on their press releases and other content
- **Other:** Wrote articles on fashion, beauty and décor

#### **Worked as an Intern in The Hindu (August 2016- September 2016)**

- Worked as a reporter in features department.
- Interviewed “child artist, RUHANA KHANNA, who portrayed Gangaa as a child in the series “Gangaa” on Life Ok channel.

## **ACADEMICS**

- Post graduated in Advertising & Public Relations with 70% from Guru Jambheshwar University, Hissar (batch 2018-2019)
- Graduated in Journalism and Mass Communication with 87% from Trinity Institute of Professional Studies, Affiliated by GGSIPU (batch 2015-2018).
- 12<sup>th</sup> from Green View Public School (CBSE), Dwarka Sec 16 (c), New Delhi.
- 10<sup>th</sup> from Green View Public School (CBSE), Dwarka Sec 16 (c), New Delhi.

## **ACHIEVEMENTS**

- Have topped in bachelor's programme batch 2015-2018.
- Organised and managed various events and activities during my academics, show cased leadership qualities and was a class representative as well.
- Secured 9<sup>th</sup> rank in all over painting competition held by Navneet 2011.
- Participated in many zonal level competitions like folk dance, folk singing, debate, Poem recitation 2006-2012
- Have been shortlisted for NASSA Scholarship Programme in year 2008-2009.

## **ADDITIONAL SKILLS**

**Self Attributes:** Hardworking, Dedicated, Ambient, Leadership, Self-motivated, Active and Creative.

**Technical Skills:** MS Office, Photography and Videography (basics), Adobe Photoshop (basics)

**Linguistic Acumen:** English, Hindi

## **AREA OF INTEREST**

- Public relations
- Event management
- Client servicing
- Corporate communication

## **PERSONAL DETAILS**

- **Date of Birth** - 20<sup>th</sup> June, 1995
- **Father's Name** – Mr. Virender Kumar
- **Address**- Rz- 176, Dharampura, Kakrola road, Najafgarh, New Delhi-43
- **Nationality**- Indian
- **Marital Status**: Unmarried
- **Hobbies**- Painting, Dancing, Gyming, Travelling & Exploring things