

Curriculum Vitae

ASHAD AKHTAR

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OBJECTIVE

I like to continuously learn & can adapt according to situation and work towards the creativity and developing new ideas. I am a team player, who can build the team to get the work done through the team as well as could be part of team; synergistically. I want to be a part of PR Team where my skill, knowledge can be effectively utilized and to get a platform that helps me grow as an individual.

SKILLS & ABILITIES

With strong media relations, have handled clients like Poddar Foundation, ColMed, Vetphage Pharmaceuticals that are mostly in Health, Lifestyle, and Business and have garnered coverages in The Times Of India, Hindustan Times, The Hindu, and others, with an ability to manage multiple tasks within deadlines. And able to manage the media of different cities.

Good grasp in MS Office (Word, PowerPoint, Excel) and online Google sheets (Spreadsheet, etc.)

EXPERIENCE & KEY PRO

Teamwork Communications Group

Designation- Executive – PR

Place of work- Mumbai (August 2019 to May 2020)

Responsibilities-

- ❖ Support the PR team in developing and executing seller facing communication and marketing campaigns- social media/Event/partnership/media relation.
- ❖ Writing and producing presentation and press releases.
- ❖ Dealing with enquires from the press and related organizations.
- ❖ Responding to requests for information release or press conference from the media or designating a spokes persons or source of information.
- ❖ Being the first point of contact for guest listing related output required on key live projects.
- ❖ Supporting and also being a part of the team on Health Events and capturing all the important parts and share it with the media.

Business View Magazine

Designation – Freelance

Place Of Work – New Delhi (July 2020 – Present)

Responsibilities – Writing good quality, creative, original content for online as well as print media. Writing content for newsletters, mailers, banners, brochures etc. Editing and proof reading editorial content like articles, blogs, product descriptions, social media content etc.

ACADEMIC QUALIFICATION

Degree/University	Institution	Year
Masters in Mass Communication	School of Broadcasting and Communication, Mumbai, Maharashtra	2018-2020
BBA	Bihar National College	2014-2017
Intermediate	RPS Residential School	2014
Secondary School	NS DAV Public School	2012

INTERNSHIP & EXPERIENCE

- ❖ Worked as Multi Media Intern with InVideo in Mumbai, Maharashtra.
- ❖ Worked as Sales Intern with Hero MotoCorp in Patna, Bihar.

OTHER ACHIEVEMENTS

- ❖ Ramp for Savio John Pareira -(Celebrity hair stylist) in Salon India International Fest (2018) - Mumbai, Maharashtra
- ❖ YouTube video's with Salil Jamdar & Co. in Mumbai, Maharashtra.
- ❖ 6 Theater stage shows with Bhikhari Thakur Theater group in Patna, Bihar.
- ❖ Ramp walk, stage shows and theater with School of Broadcasting & Communication in Mumbai, Maharashtra.