

# AAKRITI ADYA

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*I have a strong inclination towards social issues and using communications for development. As a person, I am conscientious and eager to learn. My past work experience with organizations has honed my communications, organization and research skills. I believe my strong academic credentials and gender knowledge when combined with my passion and dedication will play a relevant part in carrying out my responsibilities efficiently.*

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## Contact Details

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India

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## Educational Qualifications

Institution	Degree/Diploma	Course	Year
Bharatiya Vidya Bhawan, Delhi	Post Graduate Diploma	Public Relations	2019- Pursuing
School of Human Studies, Ambedkar University Delhi	Master of Arts	Gender Studies	2016-2018
Lady Irwin College, University of Delhi	Bachelor of Science	Home Science with Major in Communication for Development	2013-2016

## Professional Experience

### Public Relations and Communications

**Public Relations Executive**, Newton Consulting India Pvt. Ltd (September 2019 to March 2020): Served as a primary media contact for clients such as AROH Foundation, Bestsech Hospitality Group ( Radisson Hotel in Noida, Nagpur and Indore), Blaupunkt Television India , HFCL among others. Managing business development strategies, organizing events and meeting. Writing articles and reports, daily news tracking, and compiled dossier of media coverage

**Public Relations Intern**, Brand Comm- A unit of Madison World (August to September 2019): Managed client interactions and arranged media opportunities for clients such as The Akshaya Patra Foundation, JBM Group and Mr. Vikram Munshi. Daily media news tracking, drafted press releases and writing articles.

**Donor Service Executive**, Plan International (India Chapter): Served and managed donor partners, provided sustained contact, expanded donor retention and relations network as an integral part of the fundraising team.

**Social Media Internship**, So Delhi (July-August 2015), Managing So Delhi Facebook page on social media and managed client research database.

### Research Experience

**Independent Research Project, toward MA in Gender Studies** (July 2017- May, 2018), School of Human Studies, Ambedkar University Delhi. Conducted a thematic study reviewing the *Protection of women from Domestic Violence Act, 2005: A critical review of its provisions, promises and practice*. Discussed major challenges and ambiguities of Domestic Violence Law, 2005 from legislation to practice in India.

**Research Intern**, Jagori Grameen, NGO, Himachal Pradesh (May-July 2017): Designing interview schedule and data collection for a qualitative research on adolescent health. Organized gender sensitivity trainings and workshops and for teenage adolescent girls and families on menstruation, physical health, and gender discrimination.

**Internship**, Nari Adalat, Himachal Pradesh (2017): Assisted legal counselors to resolve dispute within married couples and families, conducted field visits to several villages in the state, case management and report preparation.

**Advocacy Intern:** Breakthrough India, Delhi partners with UN Women (May-June 2015): Planned and organized several advocacy campaign, media, and public awareness events for prevention of sexual harassment and gender violence. Organized focused group discussions and interviews to understand the role of bystander influences and sexual harassment. Participated in a film making workshop and coproduced a short film “No one is asking for it” highly appreciated on social media

## Service Experience

- Pursuing short-term Digital Marketing course online.
- Currently volunteering at TYCIA Foundation for their initiative to help migrants: Handling their social media page, mainly Facebook (India Against Corona)
- Volunteered at BIAS: Interviewed migrant workers to understand the impact of lockdown because of Covid- 19 on their lives.
- Volunteered at Daan Utsav: Conducted children’s workshops.
- Volunteer at Delhi University: Conducted edutainment floor games on menstruation and reproductive health.
- Volunteered in Each one, Teach one Campaign at Lady Irwin College, Delhi University
- Organized an Advocacy Campaign on “Save water” at Lady Irwin College, Delhi University
- Volunteered in Each one, Enable one Campaign at Lady Irwin College, Delhi University
- Created a digital story on sexual harassment as part of B.Sc. Home Science Hons
- Guest Speaker in a Public Service Announcements on Abolition of IPC 377 LGBT-Queer Rights.
- Participated in UN Green Revolution program to educate, inspire and act against climate change

## **Personal Achievements**

- Won several awards in Tae-kwon-do tournaments at State and National Level
- Photography and editing
- Travelling
- Cooking

## **Core Competencies**

- Oral and Written Communication
- Building Collaboration and Partnerships
- Information Management
- Analytic Thinking
- Initiative
- Flexibility

## **Languages**

Excellent proficiency in reading, writing, and speaking Hindi and English as well as Punjabi  
(Speaking only)