

OPPO Mobiles India Pvt. Ltd. (SOUTH ASIA)

Web Site: www.oppo.com/in

Designation: Manager-Public Relations (South Asia)

March 2017 to till date

Career Snapshot

- A result oriented professional with over 7+ years of experience in PR, Corporate Communications, Internal Communications, Marketing and CSR
- Presently associated with OPPO Mobiles (South Asia) as Manager-Public Relations
- A keen communicator with sound inter-personal skills and ability to work in cross-cultural teams
- Vision is to enhance brand through implementation of strategic initiatives and explore innovative techniques to improve brand awareness and positioning

Professional Experience

Manager, Public Relations - OPPO Mobiles (South Asia) (March 2017 - till date)

- **Strategy:** Work closely with the management team to arrive at the communications objectives and design a campaign to deliver on them. Strategy deployment for Image Building - Corporate, Brand and Spokesperson.
- **Campaign Execution:** Developing and Implementing PR Campaigns to increase media visibility across print, digital and electronic vehicles to ensure sustained presence and visibility across all geographies and media.
- **Supplement agency deliverables:** Handling and working cohesively with South Asia agency for steering the marketing, creative and PR strategies of the company and give out the right messages to media. Leverage agency expertise and relationship to increase OPPO Mobiles reach in media universe.
- **Media Relations and Management:** Maintain and grow healthy media relations to be in a position to negotiate if needed. Working on all required aspects while handling press conferences, working on press releases.
- **Digital PR:** Develop digital media strategy keeping in mind overall PR objectives. Overseeing OPPO website including Newsroom and Blogs. Leveraging social media platforms like Twitter and Facebook.
- **Internal Communication:** Initiating & driving employee-communication within the organization in tandem with the headquarter and branches. Spearheading and driving communication through platforms like intranet, blogs, newsroom and OPPO News Portal. Develop internal online and offline communication materials such as newsletter, business correspondence, video scripts.
- **Corporate Social Responsibility:** Ideate on various CSR and Eco Relay Programs and other environmental activities with the objective of making OPPO the No.1 Green Innovation Company. Promote employees engagement in CSR.

- **Event Management:** Working with event management agencies to organize events like press conferences, product launches, Star visits for product promotions.
- **Brand Management:** Promoting the corporate brand to internal and external audience through various mediums like campaign, sponsorships and active associations. Tailoring Corporate marketing material like Corporate films, Brochures, Business manuals, Annual reports, websites and Corporate Newsletter.

AAJ Enterprises

Web Site: www.aajenterprises.com / www.activesapling.com

Designation: Manager-Marketing & Public Relations

May 2015 to Jan 2017

- **Active Distribution Model:** Development and successful execution of plans to make an entry into the distribution arena with a clear mid - term / long-term vision to create a strong niche for ourselves in both K-12 (Texts) and Children's Books (General) segment in collaboration with key leading Publishers. Work to provide an efficient Distribution System to Publishing House for distributing books.
- **Reach and Regular Service:** Interact with Sales team to decide target list of retail accounts to showcase Publisher's Books and how we can service them regularly. Additionally, we create some non- conventional retail accounts like Beauty Parlours, Stationary shops, Gift Shops etc. where we display certain key bestsellers as also specialized products. Work to provide a higher reach to Publishers Top-Sellers and also give exposure to some specialized products.
- **Marketing Effectiveness:** Create specific marketing, branding and merchandising plan for outlets where we assist them to execute the plan on day to day basis so that we achieve maximum visibility and sales at these outlets.
- **Returns and Collections:** Penetrate the market by focusing on pushing Publishers front list and select key backlist products for a specific timeline. Co-ordination with team to work with retail on settling returns within agreed time to maintain discipline at every account level. At regular intervals old titles / stocks get replaced with new titles for display.
- **Schoolvool.com (www.schoolvool.com):** In co-ordination with Technical Team developing a portal to engage school going children in a B-B-C (Business to Business to Consumer) model. Already acquired good number of children on this portal through our B2B initiative. Working cohesively with technical team and also in the process of creating a comprehensive engagement plan for these kids as also for more number of children we plan to enroll. With Publishers support, create events or initiatives around few of Publishers Children Books / Book Series on this Portal to leverage sales at both Retail and Portal level.
- **Exhibitions:** Crack team within our distribution business to take advantage of summer vacations. Co-ordinate with team in order to convince and seek approvals to conduct exhibitions only for children's Books at large communities. Figure out a model to exhibit Publishers range of Children's Books to these prospective customers. Once the Schools re-opens, Exhibition Crack Team begins working closely with leading Schools and Organizes similar Exhibits at the Schools etc.

OPPO Mobiles India Pvt. Ltd.

Web Site: www.oppo.com/in

Designation: Assistant Manager-Public Relations

July 2014 to Dec 2014

Media Management

Thorough understanding of all forms of media such as print, electronic and digital. Have good relations with the top editorial teams of prominent publications and news channels for suitable media coverage. Well equipped to negotiate best advertisement rates.

➤ **Crisis Management**

Hands on experience of handling crisis situations and minimizing the impact on the organization.

➤ **ATL / BTL**

Hands on experience across all channels and platforms including Print, Radio, TV, Internet, OOH, Social Media, Events, PR, Referrals/Loyalty Programs, Customer and Internal Communications etc.

➤ **Digital & Social Media**

Successfully executed online and social media campaign focusing on branding, traffic and lead generation. Created and managing social media profile for OPPO Mobiles across many social media and online PR sites.

➤ **Alliances**

Forged marketing alliances for co-branded initiatives with some of the best known names in the Media industry in India.

➤ **No Money Marketing**

Strong expertise in No Money Marketing tools such as Social Media, SEO, SEM, Online PR, Alliances, eMailers/Newsletters, Employees/Internal Branding, SMS, Viral/Word of mouth, Website Communication, Invoices/Bills etc.

Macmillan Publishers India Ltd., New Delhi

Web Site: www.macmillaneducation.in

Designation: Assistant Manager-Public Relations

February 2007 to June 2014

- **Key Performer of the Organization for the year 2009 and performance is rated “A”**
- **Promoted in 2008**

Achievements (Based on Individual Effort):-

- Established media relations to create a database of 200+ editors, bureau chief, feature editors, correspondents etc., of India's leading print, Web and electronic media vehicles in the field of news, education, economics, entertainment, in-flight, health, spiritual, journals.
- Raised book reviews of Macmillan publications by 75% annually such that more than 7 book reviews are published monthly for every new release.
- Co-ordination of book launch event (including venue, stage, guest management and press coverage) for:-
 - Sweta Chowdhury's *Happy Hours*—The show was inaugurated by Smt. Sheila Dikshit, Hon'ble Chief Minister of NCT, Delhi.
 - Mahesh Prasad's *No Minister*—The show was attended by celebrities like P. Chidambaram, Amar Singh, K. C. Pant, Salman Khurshid, etc.
 - Kalyani Shankar's *India and the United States*—The show was attended by celebrities like I.K. Gujral, Pranab Mukherjee, Sitaram Yechury, etc.
 - Virender Kapoor's *The Greatest Secret of Success*—The show was inaugurated by Kiran Bedi
- Co-ordination of international book events (including co-ordination with associated organizations, venue management, and press coverage) for:-
 - India International Book Fair, 2008 & 2010 (WBF) held in New Delhi (in coordination with National Book Trust and ITPO)
 - Frankfurt International Book Fair, 2007 & 2009 held in Frankfurt, Germany
- Issue of press statements on behalf of Macmillan.

Responsibilities in Public Relations

- Create an annual promotions strategy around a dedicated budget and work towards it
- Utilize media relations with editors and correspondents in print, web and electronic towards:-
 - Tracking and updation of stories being planned in various newspapers/magazines/Web articles to arrange Macmillan presence
 - Ensuring press coverage for book fairs, book releases and other promotional events held by Macmillan
 - Rebranding Macmillan as a high profile high performance publisher with weekly reviews and author interviews
- Maintain client relations with authors, professors, educational institutions and librarian for interviews, book reviews and promotions
- Explore opportunities to participate and support promotional activities in educational institutions and literary seminars etc.

Responsibilities in Corporate Communication

- Participated in strategy building and implementation for branding Macmillan as “Partners in Education” as a theme for 2008 International Book Fair and current marketing strategy.
- For Macmillan publications and events (book fairs/book launches/internal review meetings)
 - Visualize and co-ordinate the Design of catalogues, brochures, publicity materials, advertisements, corporate dockets, pull outs, new book announcements, gift catalogue for macmillan advanced research series mars and Indian institute of banking and finance (IIBF), best sellers
 -
 - Create content and design Corporate Presentations

Responsibilities in Event Management

- Arrange for events like book launch, book exhibitions, and internal HEP (Higher Education Program) conferences etc.
 - Coordinate with related organizations based on book subject
 - Arrange for venue, display, stage, book arrangements, promotions materials
 - Issue press statements, bytes, press release to media
 - Coordinate the release and display of advertisements and on site displays
 - Manage invites and guests/delegates

Responsibilities in Web Site Management

- Update Web site in terms of display and content in coordination with www.vrvirtual.com, to enhance user experience with synopsis of titles, about the author, table of contents, forthcoming titles, book reviews
- E-mail e-newsletter and book reviews to approximately 5887 educational institutions, libraries, HEP reps and retailers, distributors)
- Plan and Manage Web-driven promotions for internal and external clients

Media Vehicles (Coordinated With as a Part of PR)

- **Print and Web**—TOI, Hindustan Times, Hindustan, The Hindu, The HinduBusiness Line, The Telegraph, Deccan Herald, Outlook, Outlook Business, Outlook Money, India Today, Business Today, Business India, Swagat, Jet Wings, Spice route, Gladrags, Eternal Solutions, Life Positive, indiatimes.com etc.
- **News Agencies**—P.T.I., U.N.I., ANI
- **Electronic Media Houses**—Doordarshan, Aaj Tak, Star News, Sahara Samay, India TV, Zee News, IBN, NDTV etc.

Music India Networks Pvt. Ltd. (A nationwide Hindi music channel), New Delhi

Web Site: www.music-india.in

Designation: Business Development Executive

Dec 05 to February 07

Responsibilities and Achievements

- Generated sponsorship (in Lakhs) for Sangeet Bangla and Music India Channels and their events from
 - Media agencies and media buying organizations e.g., Group M, Madison, ZenithOptimedia, MPG, TBWA, Initiative, Lodestar Universal, Mediacom, Dentsu Marcom etc.
 - Corporates like Smirnoff, NIIT, Perfetti, Coke, and Nestle
- Liaison for sponsorship of feature film 15th Park Avenue, by Sangeet Bangla Music channel
- Build and present company/event portfolio to prospective clients

Misty Abacus Academy Pvt. Ltd., New Delhi

Web Site: www.mistyabacus.com

Designation: Public Relations Executive

May 05 to December 05

Responsibilities and Achievements

- Multimedia presentation and one-on-one counseling for franchise / admissions
- Media Planning, Copy Editing of Ads, Press Releases, Brochures and Leaflets etc
- Liaison with Media
- Acquired 12 out of 23 franchises for Misty Abacus Academy
- Responsible for 80% admissions for Misty Abacus Academy
- Key team member in the launch of Misty Abacus Academy in 6 North Indian states

Sahara Samay (National), NOIDA Bureau

January to April '05

I - Vision News Agency for TV9, New Delhi Bureau

October '2004 to December '04

Designation: Cub Reporter

Projects

- Production Assistance for Daav Pench, Aamchi Mumbai, Hello Control Room and entertainment news at Sahara
- Crime and Court Reporter for I Vision

Responsibilities

- Reporting, Scripting, Packaging & Logging of News, Voice Over, Camera Assistance

Centre for Market Research and Development (CMSD) and Centre for Media Studies (CMS), New Delhi
Zee News, NOIDA Bureau

Designation: News Researcher (Qualitative)

November '2003 - June '2004

Projects

- Qualitative Reporting for Lok Sabha Elections '04 - East Delhi Constituency; Lok Sabha Elections '03 - Uttar Pradesh, Punjab, Rajasthan; Assembly Elections '04 - Rajasthan

Responsibilities

- Interviews of the Common Voter & Member of Political Parties on Social, Economic & Political issues, Candidate's/Party's Manifesto, Campaign, Political & Personal Profile like "FEEL GOOD FACTOR CAMPAIGN" of the BJP, Lok Sabha Elections '04

ACADEMIC SKETCH

- PG Diploma in Advertisement and Public Relations
Guru Jambheshwar University, Hissar, August 2005
- MA in Broadcast Journalism
Makhanlal Chaturvedi National University of Journalism, (MCRPV, Bhopal), NOIDA CAMPUS, July 2004
- BA (Hons.) in Political Science
University of Delhi, July 2002

SKILLS

Communication and Media

- Building and Maintaining Media Relations
- Preparing Press Release content based on inputs from industry teams for exploring stories
- Building and Presenting Corporate Presentations before internal and external clients
- Anchoring, Scripting, Packaging News, Camera, Voice Over
- Writing for Media in press releases and issuing bytes and press statements for print, electronic and Web articles concerning book topics

Content Building and Visualizing the Design

- Building content for Web site, Catalogue, Brochure, Corporate dockets, advertisements, Press statements, Press release and Internal Presentation

Software and Web

MS Office, Adobe Illustrator, Adobe Indesign and Corel Draw

Event Management

Proficient in Guest and Stage Management and display.

PERSONAL

Father's Name: Sh. Shailendra Pratap Singh
Date of Birth: January 25.
Address: Flat No. 191, Third Floor, DDA Flats, Khirki, Malviya Nagar, New Delhi 110017
Telephone: +91.9811100615
Interest: Current Affairs, Music, Travel, Reading

Avishek Kumar