

Ashok Kumar

ashoknirbhay@gmail.com

+91- 9210043206

Experience Summary

- **20years of experience as Media Person worked as Public Relation Officer, Media/Press Relations, Head PR.**
- Excellent capabilities of **relationship-building, customer service** and **guest-relations**.
- Lead **Press Department, media** and **public** communication.
- Strong experience of **Press Conference Organizing**, PR (projects), **Promotion Campaign, Business Negotiating**.
- Strong experience of **writing and editing** case studies, in-house magazines, speeches, annual reports and articles.
- Strong experience of gathering and **analyzing media coverage**.
- Possess Degrees in **Arts AND Journalism and Mass Communication** in addition to **Post Graduate Diploma in Translation & Editing**.
- Good **Time-Management** skills.
- **Good communication and interpersonal skills**, good adaptability to learn new things, analytical and visualizing capabilities, a good team worker.

Experience Details

King Treders Pvt.Ltd

2001 - 2008

Press Relations/Head of PR

- Leading of Press Department, Media and Board
- Public and Media communication,
- Organizing of Press Conferences, PR projects,
- Promotion campaigns,
- Business negotiating with Press Agencies
- Looking after Social Media

Rashtriya Samachar Newspaper

2008 – 2012

Public Relation Officer cum Metro Editor

- Planning, News gathering, developing and implementing Public Relation strategies
- Public and Media communication
- Writing/editing Case Studies, in-house magazines, speeches, annual reports and Articles' Promotion campaigns
- Looking after marketing campaign; design of publicity brochures, handouts, direct mails etc.
- Gathering and analyzing media coverage
- Organizing events like exhibitions, press conferences, and press tours

Relation of india news Newspaper

2012 – 2019

Editor (news) cum Manager (HR)

- Planning, News gathering, developing and implementing Public Relation strategies
- Public and Media communication
- Writing/editing Case Studies, in-house magazines, speeches, annual reports and Articles' Promotion campaigns
- Looking after marketing campaign; design of publicity brochures, handouts, direct mails etc.
- Gathering and analyzing media coverage
- Organizing events like exhibitions, press conferences, and press tours

ACADEMIC & PROFESSIONAL QUALIFICATION

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- Bachelor of Arts – Delhi University
 - Bachelor of Journalism and Mass Communication – Himachal University
 - PG Diploma in Translation & Editing (Hindi Academy - Govt. of Delhi)
 - Certificate in Computing - IGNOU

TECHNICAL SKILLS

Proficiency in Computer Applications:

MS Office, PhotoshopCS6, Coral DrawX9, Pagemekar7.0,Quark Express 8, IndesignCS6.Internet

(ASHOK KUMAR)