



# Hafira Patel

## PR Professional

With over six years in PR, I've managed strategic planning, media relations, and creative campaigns. My experience spans across sectors like Startup, Martech, Healthcare, Entertainment, Automobile, Tech etc. I believe in always striving for innovation to achieve effective results.

### Experience

#### MAY 2024 (Current Employer)

PR & Social Media Consultant - Get Personalized Ltd (Blackburn: UK)

##### Responsibilities

- Developing and executing content strategy for Instagram, Facebook, and LinkedIn
- Increased engagement rates by 10% through interactive content and consistent customer interaction.
- Led influencer partnerships, podcast content curation, driving brand credibility and expanding reach within target industry sectors
- Providing actionable insights that improve engagement and contribute to sales growth.

#### FEB 2024 – APRIL 2024

Account Manager - Weber Shandwick/Current Global (India:Mumbai)

##### Responsibilities

- Managing diverse & reputed client portfolio like Tata Motors, LinkedIn etc
- Orchestrating successful launch events and executing major announcement strategies
- Crafting engaging press releases, media kits, and other promotional materials to effectively communicate key messages and company initiatives
- Monitored media coverage and industry trends to assess public perception and identify potential reputational risks or opportunities

#### JAN 2022 – DEC 2023

Senior Account Executive - Adfactors PR (India: Mumbai)

##### Responsibilities

- Handled clients across sectors like startups, personal finance, gaming, FMCG etc
- Worked closely with brands like Waaree Group, GOVO, VOX, Goldmedal, Loco, Pi Green Innovations etc
- Overseeing the internal and external team to streamline daily activities
- Managed launch events and major announcements
- Maintaining media and client relations

Strategizing for clients and managing client relations

#### JAN 2021 – JAN 2022

Associate Consultant - Moe's Art (India: Mumbai)

##### Responsibilities

- Managed Startups, Edtech & Entertainment clients like – NBCUniversal, PlayerzPot, Lido Learning etc
- Worked closely with brands for news project launch communication and associations
- Managing the internal and external team to streamline daily activities
- Maintaining media relations, handling media junkets and additional hygiene PR activities
- Handling & coordination of marketing associations
- Ideation & strategizing on all clients

#### NOV 2018 – DEC 2020

Senior PR Executive - Communicate India (India: Mumbai)

##### Responsibilities

- Managed FMCG, Education & Corporate clients like Nuvoco, NMIMS, University Of New South Wales etc
- Client facing, be a part of client meets and point of contact
- Drafting press releases and other documentation
- Ideation & strategizing as per client requirement
- Documentation

#### OCT 2017 – MAY 2018

PR Executive - Ipurple (India: Mumbai)

##### Responsibilities

- Managed high-profile clients including A. Lange & Söhne, Viaan Industries, and Embassy Industrial Parks
- Pitched stories to media, securing quality exposure across top-tier outlets
- Developed and delivered comprehensive monthly reports, evaluation sheets, and status updates

### Contact

#### Phone

07515600686

#### Email

afirap3@gmail.com

#### Address

Blackburn, United Kingdom

### Education

2015

#### Bachelors in Mass Media

Mumbai University

2017

#### Masters in Entertainment, Advertising and Media

Mumbai University

### Expertise

- Content Creation
- PowerPoint
- Strong Analytical Skills
- Press Releases
- Strategy
- Management

### Language

#### English

#### Hindi

#### Gujarati

#### Urdu