

**Siddesh Neema | Eligible to work in UK**

**(No sponsorship Needed)**

London, United Kingdom

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<https://www.linkedin.com/in/siddesh-neema-a02894216/>

## Professional Summary

Communications and PR professional with 4+ years' experience leading and delivering **integrated communications campaigns** across PR, marketing, and digital media for **BFSI, fintech, automotive, and real estate** clients. Skilled in **media relations, stakeholder engagement, content strategy, brand reputation, crisis communications, and SEO-driven digital marketing**. Experienced with **AI-driven analytics and communication trends**, and passionate about making **complex technology topics (AI, SaaS, cloud, cybersecurity, digital transformation)** accessible to diverse audiences.

My blog: <https://siddheshneema.wordpress.com/>

## Education

**Goldsmiths, University of London, London, United Kingdom**

*MA: Promotional Media: PR, Advertising & Marketing*

Completion: September 2025

- Focus on **AI-driven communication strategies, data-savvy analytics, and integrated marketing**.

## Professional Experience

**Dap Marketing**, London, United Kingdom

Marketing Intern

March 2025 – June 2025

- Created and scheduled **15+ weekly B2C social media posts** using Hootsuite and Canva for Shoreditch pubs & restaurants, boosting Instagram engagement and securing backlinks through fan-centric content.
- Analysed campaign performance with **Google Analytics & SEMrush**, optimising SEO and link building, leading to a 10% increase in website CTR.
- Engaged with local journalists, influencers, and digital media outlets to expand campaign outreach.

## Prose Integrated, Mumbai, India

Assistant Account Manager

August 2023 - July 2024

- **Led a team of Junior Account Executives** to deliver corporate communications and media placements for **Reliance Securities** and BFSI clients.
- Secured **earned media coverage with high-performing backlinks**, strengthening client SEO and online visibility.
- Managed **end-to-end integrated campaigns** for **Toyota Kirloskar Motor** and **NMIMS University**, ensuring cross-team coordination.
- Produced **performance reports and campaign analytics** using **Google Analytics & Cision**; tracked budgets with accurate reconciliation.

## StoryBrews Communications, Bengaluru, India

Senior Account Executive,

February 2022 - May 2023

- Directed **multi-channel campaigns for fintech and real estate clients**, managing influencer activations, media placements, and timelines across India & UAE.
- Drafted, edited, and proofread **press releases, media kits, and editorial features** to ensure brand alignment.
- Reported campaign performance using **Google Analytics**, feeding insights into client strategy.
- Coordinated **day-to-day campaign delivery**, including asset management, scheduling, and tracking.

## PR24x7, Indore, India

Junior Account executive

January 2021 - January 2022

- Supported **digital PR campaigns** in the entertainment sector, coordinating interviews and contributing to outreach strategies to **boost media visibility**

## Core Competencies

- AP Style Press release Writing
- Media Relations & Journalist Engagement
- Campaign Planning, Coordination & Execution
- Crisis Communications & Reputation Management
- Stakeholder Communication & Client Service
- Content Development & Social Media Strategy
- SEO-driven PR & Digital Marketing Analytics
- New Business Development & Pitch Support
- Budget Tracking & Campaign Reporting

## Technical Skills & Tools

- Analytics: Google Analytics, SEMrush, Moz, Cision, Buzz Sumo
- Social & Content: Hootsuite, Sprout Social, Canva, Adobe Creative Suite
- Project/Admin: Trello, MS Office Suite, Google Workspace
- CRM/Web: Salesforce, WordPress, Google Search Console
- Paid Ad Platforms: Familiarity with Google Ads and Meta Business Manager

## Certifications

- [HubSpot Digital Marketing Certification, 2025](#)
- [HubSpot Social Marketing Certification, 2025](#)

## Availability

Available to start Immediately