**Shefali Gautam**

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**To secure a management position as a marketing communications professional in a value driven and challenging environment that enables me to fully employ and advance my skills and expertise in areas of marketing communications.**

Work Experience

* 2020 MSL (Dec’14- Dec’15)

Clients

* Xiaomi India
* LAVA Mobiles
* Huawei India
* BenQ India
* Nissan

Job Responsibilities

* Organised two major launches of Xiaomi
  + Mi4i India launch
  + MIUI 7 India Launch
* Organised two major launches of LAVA
  + LAVA Iris Fuel 60
  + LAVA Iris Icon
* Organised three major launches of BenQ India
  + XL2730Z & XL2430T Gaming monitors
  + W 1070+ & W1080ST+ Home Video Projectors
  + W2000 & W3000 Living Room Projectors
* Managed BenQ’s Twitter account
* Successfully accomplished Nissan CARnival
* Successfully managed Syenergy Environics Delhi launch (launched new range of radiation management products)
* Worked on documents:
  + Daily monitoring
  + Dossiers
  + Industry intelligence reports
  + Weeklies/monthly reports
* Regular media rounds and follow-ups

Professional Training

* Interned at Image Inc Public Relations Pvt. Ltd. (Perfect Relations) (May’14- July’14)

Clients

* The Lalit Hotels
* India cements
* Samsung (legal cases)
* Jindal Saw
* American Tower Corporation( ATC)
* G4S security
* Successfully accomplished premier for the movie ‘Children of War’
* Interned at Centre for Media Studies (Nov’13 – Jan’14)

Work Done

* Media content analysis
* Descriptive writing
* Data collection
* Monitor news media trends

Channels majorly worked on:

* AAJ TAK
* ABP News
* Zee News
* CNN-IBN

Other Work Experience

* Genpact (July’12 – May’13)

Work Done

* Worked with Max Life Insurance (operations)
* Handled HNI customers

Academic Credentials

* Post Graduate Diploma Programme in Communication from The Delhi School of Communication (2013-15)
* Masters in Journalism and Mass Communication from Jodhpur National University (2013-15)
* B.Com from University of Delhi (2012)
* Senior Secondary School from CBSE (2009)
* Higher Secondary School from CBSE (2007)

Projects

* Survey on Women Commodification {history of sexualisation of media}.

Objective: The article explored the history of the way the idea of ‘sexualisation’ has been problematize. My focus there was on the depiction of the women in media from the past just as an object.

* Conceptualisation of marketing plan on “Manforce”
* Culture presentation on Germany
* College presentations on books:
  + A Road to Harsud, Arundati Roy.
  + McDonalds - Behind the arches by John F. Love
* Brand presentation with the objective of revitalising the brand “Nirma”
* PR presentation on AAP (Aam Adami Party)
* Rural presentation on Promotion of Organic seeds
* Adaptation of war strategies in today’s brand world

Extracurricular activities

* Did various types of Dance forms at Inter-School level (Contemporary, Indian, Bharatanatyam)
* Participated in Debates in school

HOBBIES

* Dancing and travelling
* Cooking

SOFTWARE SKILLS

* Adobe Photoshop
* Ms word, Ms excel &PowerPoint

D.O.B

* 2nd March, 1992