**CURRICULUM VITAE**

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**OBJECTIVE**: To work with a top notch organization where I am given umpteen opportunities to diversify and nurture my skills.

**EMPLOYMENT HISTORY**

* Worked at a Public Relations firm named Gutenberg Communications as an Assistant Account Manager (May ’14- Dec ’15)
* Worked at a Public Relations firm named Lexicon Public Relations and Corporate Consultants (P) Ltd. as an Assistant Account Manager (Dec ’10- May ’14)
* Worked with an Industrial Paper Magazine 'PAPER MART' as a Freelance Journalist (Oct '08- Dec '08)
* Worked with BPO named 'EXL' as a Process Advisor (June '06- Nov '06)

**JOB PROFILE**

At Gutenberg Communications, I was in the projects team and handling primarily short term projects. My role included:

* Client Servicing and brand development
* Creating content and social media management
* Drafting new business plans and attending pitch presentations
* Liasioning with foreign media
* Crisis Communication
* Tracking all client and industry news
* Drafting and disseminating press releases; supervising and editing content drafted by junior colleagues
* Exploring opportunities with media to pitch for new stories
* Handling press conferences and managing events
* Getting maximum mileage in print, electronic and online media for clients
* Supervising material development (Monthly Coverage Report, Monthly Activity Presentation, Quarterly Plans)
* Manning a team of three people

**CLIENTS HANDLED**:

Worked across a host of sectors i.e. technology, education, fashion, lifestyle, real estate, legal, skill development, corporate social responsibility, politics, defence, environment et al.

**RETAINER CLIENTS HANDLED**: U.S.-India Business Council (Also handled US President Barack Obama’s visit to India in 2014), ISON Group, Jabong, Timex Group India Limited, The Grand Venice- Bhasin Group, Ardee Group, Pantel Technologies, Titus & Co., Champion Computers Pvt. Ltd., Yebhi.com, DLF Foundation, Attero, YSR Congress, Clean E-India Initiative (An Initiative by IFC and Attero), ADM Technologies, Associated Law Advisers and Laurus Edutech

**PROJECT CLIENTS HANDLED**: IGate, Cvent, Peel- smart remote app, Michael & Susan Dell Foundation, KPIT, Greater Houston partnership, Vattikuti Foundation, Blue Planet Aquarium and Grand Venezia, Nach Tarang Dance Competition at Kaushalya World School, Shiv Khera Institute of Leadership & Management, TAFE (Tractors and Farm Equipment Ltd.), IPBA 2012 (Inter Pacific Bar Association Conference), Arya Carnivals, EastWest Institute 3rd Worldwide Cybersecurity Summit, RSBY (Rashtriya Swasthya Bima Yojana), India Water Week 2013, Naturals Beauty Salon, MDIS- Management Development institute of Singapore, Oxfam, Authentication Solution Providers’ Association (ASPA), Veraji, Jerry MacArthur Hultin and OIS

**ACADEMIC QUALIFICATIONS**

* Post- Graduation in M.A. in English Literature from Lady Shri Ram College, Delhi University, 2010
* Diploma in Public Relations from Bhartiya Vidya Bhawan, 2009
* Graduation in B.A. (H) English Literature from PGDAV College, Delhi University, 2008
* Class XII, CBSE from Tagore International School, East of Kailash, New Delhi, 2005
* Class X, CBSE from Tagore International School, East of Kailash, New Delhi, 2001

**ACHIEVEMENTS**

Worked as an Editor for the college magazine 'ANKUR'

**HOBBIES**

I am an ardent reader of fiction novels and love listening to music

**PERSONAL DETAILS**

Fathers Name: Late Mr. Arvind Kalbhor  
Nationality: Indian   
Date of Birth: 14 Sept. 1986   
Marital Status: Single   
Gender: Female  
Languages Known: Hindi, English and Marathi