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RISHIKA

rishika.106596@2freemail.com U.A.E Driver’s License & Residence Visa (Father’s sponsorship)

OBJECTIVE

 Seeking a competitive and challenging environment where I can serve the organization and show expertise in the field of Events, Public Relations, Advertising and Marketing.

ACADEMIC QUALIFICATION

* **Bachelor’s Degree in Media Studies** (BMS) from Symbiosis Centre for Media & Communication, Pune (Specialized in Advertising and Events).

Work Experience

Current Organization: **MSW Wedding and Events**

Designation: Marketing Executive

Duration: 5th April 2016 till date

Work Profile: Well versed in planning and executing varied events such as corporate events, inaugurations, exhibitions, luncheons and destination weddings.

• Highly skilled in negotiating with vendors and ability to develop, organize and carry out themed events.

•Improved marketing and sales strategies through social media presence.

•Performed menu planning, floor design plan, logistics and effective onsite event management.

•Successfully recruited and trained volunteers as needed for various events.

•Maintained vendor relations and served as point of contact for all selected vendors for each event and introduced a marketing campaign that increased customer database.

**Key Accomplishment**
• Planned and executed an Indian wedding for 350 guests worth **AED 750,000** (including the hotel accommodation of all the guests, decoration, venue and catering) at Zabeel Saray, Palm Dubai on 19th January 2017.

•Planning and Managing the **Ramadan Night Market Exhibition** for three days on 8th,9th and 10th of June, 2016 at the Holiday Inn Dubai which involved getting exhibitors on board to exhibit clothes and accessories and marketing the event to increase footfall.

INTERNSHIP

1. Organization: **Emirates Vision Events, Dubai**

Duration: 19th October to 27th November 2015

Designation: Event Coordinator

Work profile:

* Coordinated events for **MTV** – executing a Musical Band Competition at the Majestic Hotel Dubai and World Interschool Rope Skipping Championship at Nad Al Sheba Sports Complex Dubai.
* **Social Media Page** Manager for Miss India UAE
1. Organization: **Percept Gulf, Dubai**

Duration: 27th April to 6th June 2015

Designation: Digital Marketing Intern

Work Profile: Content writing, Social Media Page Manager and Client Servicing

* Interned with the copy department and was involved in visual conceptualization of ‘Homes R Us’ (furniture brand), Transit store launch, Weetabix Oats and various other brands
* Worked on content calendars for various brands like G2000, Bossini (clothing brand) and 2B energy drink.
1. Organization: **Our Town, Villa Township (Freehold plots, Villas and Apartments)**

Duration: 1st March 2013 to 1st April 2013

Designation: Marketing and Sales Representative at World Trade Centre Dubai

Work profile: Marketing the properties and ensuring to achieve sales targets.

1. Organization: **Red Crescent, Ajman, UAE.**

Duration: 3rd November to 13th December 2014

Designation: Project Assistant

Work profile: Managing charitable events.

PROJECTS

* **Event Planner** at the Harvest Market held at Oakwood Premier, Pune India in 2015

 - Coordinating with artists and managing the event

 - Promote Harvest Market Pune on social media and on ground activities

 • Event Manager at Pula (Puna Ladies) Bazaar at Inorbit, Pune, India 2016

* **Event Coordinator** for Vir Das Pajaama Comedy festival, Pune, India in 2015
* Worked as a **Social Media Executive** for Smriti Films,2015
* Successfully executed the Pune Model United Nation Conference as a **Student Delegate** held in College of Engineering, Pune, India in 2014
* Assisted as a crew member for Bacardi Nh7 Weekender, Pune, 2014
* Artist and Stage management
* Volunteer at Dubai International Film Festival, Dubai, 2011
* Interned with Human Appeal International, Dubai
* Interned with Teach for India, Mumbai

SKILLS: Leadership Skills, Event Management, Multitasking, Marketing, Social Media, Team Building, Microsoft Office, Adobe Photoshop, CorelDraw & Adobe Premiere Pro.

 ADDITIONAL INFORMATION: Date of birth: 20-08-1995