**Name :** Sharmin

**Email Address** : [sharmin.353670@2freemail.com](mailto:sharmin.353670@2freemail.com)

**Birth date** : 7th June 1992

**Civil Status** : Unmarried

**Nationality** : Indian

**Visa Status** : Visit Visa (valid until May 2017)

**CAREER OBJECTIVE**

To be a member of a well-established company that will provide opportunities to obtain a position that will enable me to use my strong organizational skills, educational background, and working experience to perform challenging roles in the service.

**PROFILE**

* Cumulative experience over four years in Perfect Relations Pvt Ltd.
* Worked as a PR Consultant for Drishti PR which is a unit of Faia Entertainment Pvt Ltd.
* Technically proficient in Microsoft Office (Word, Excel (vlookup), PowerPoint and Outlook),Corel Draw and Adobe Photoshop

**PROFESSIONAL EXPERIENCE**

**Company- Perfect Relations, Goa**

**Responsibilities:**

* Is exposed to planning and execution of media campaigns, media events and allied activities
* Attend and schedule meetings with the clients and to update the team with the minutes of the meeting
* Reporting to the Branch Director directly and submitting the daily reports. Taking approvals from the Branch Director on various activities conducted.
* Pitching different story ideas to the media for the interviews and handling the interactions coordination between the client and the journalist
* Leading the team for the client related coordination
* Create a good media contacts and build up good relationship with the client
* Was a part of the client servicing team for the state government projects which includes International Film Festival of Goa (IFFI), Goa Tourism and Lusofonia Games 2014, Goa State Infrastructure Development Corporation.
* Prepare reports compiling and valuation of press cuttings
* Is tracking the news of the client and scanning the news, sending the early morning update on the news.
* Maintaining the excel sheet for the media birthdays, editorial calendars and the media lists

documents.

* Is responsible for maintaining documentation, attending media queries
* Proactively organizing individual and group media visits
* Develop and put together the press kits and ensure they are dispatched to the media as

expected on time

* Is also training interns for their better career in PR
* Management of the Accounting for the cab bills
* Till now have handled communication for education, hospitality, wine, fashion, infrastructure, sports, auto and business clients (Mercedes-Benz,GIM,MMTC Pamp, VMSIIHE,Chowgule Group etc)

**Company- Drishti PR**

**Position- PR Consultant**

**Responsibilities:**

* Planning and execution media campaigns, media activities
* Disseminating releases to the media
* Handled project base communication and media coordination for the Film bazaar (NFDC), A Reverie, IBFW, MLTR and India Bike Week among others
* Handled and lead the team on the media communications for the state government project of Power Works Department(PWD) on the Stone laying ceremony.
* Interviews coordination and pitching the interview opportunity to the journalist
* Update client with the media coverage and maintain a hardcopy of the coverage
* Execute multitasks as per requirement

**EDUCATIONAL BACKGROUND**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Year** | | **Institute** | **University** | **Grade** | |
| 2009-2012 | | St. Xavier’s College, Mapusa  BA in Mass Communication And Videography | Goa University | Distinction | |
| 2007-2009 | | A.V.P.M. Higher Secondary School  HSSC | Goa Board | First Class | |
| 2007 | Dada Vaidya High School | | Goa Board | | Second Class |

**KEY STRENGTHS AND SKILLS**

* Strong communication skills with people of all levels
* Driven to learn and apply new ideas and skills
* Quick learner
* Recognized as a creative and unique ability to adapt quickly to challenges and changing environment
* Highly organized, approachable, energetic, patient
* Professional in both appearance and manner
* Microsoft office, Outlook, Powerpoint, Corel Draw,Photoshop and Advanced excel vlookup

**INTERNSHIPS**

* **Year-2010:** Perfect Relations Pvt. Ltd, Goa Branch, renowned PR agency for three months and experienced the Tracking and media monitoring. Also, maintained documentation and the racking for the International Film Festival .
* **Year- 2011:** Prudent Media (Goa) Pvt. Ltd. for a period of one month in the areas of Desk and Scripting, Reporting, Video Editing, PCR and Admin sections.

**ACHIEVEMENTS**

* Certificate for the Best PR Agency for the International Lusofonia Games 2014 was part of the team.
* Secured 1st place in Reelscape, a short film making competition organized by Whistling Woods International (School of communication)
* Had participated in one day State-Level Seminar,50 Years of Goan Media: Becoming An Entity