**Ms. Reema**

**Client Servicing Manager – Specialization in Lifestyle, Luxury, FMCG, Hospitality, Travel & Aviation**

# CONTACTME

* C/o-Mobile: +971 506425478
* Email: reema.376556@2freemail.com

**PROFILE:** Public relations expert with extensive experience and know-how of the media industry. Creative and enthusiastic professional with proven ability to develop PR messages that attract attention. Strategic thinker with extensive client-facing experience who can tailor-make a campaign to deliver high results to clients.

# HIGHLIGHTS

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| --- | --- |
| * Problem solver
* Media relations
* Target-driven
 | * Strategic planner
* Brand & Crises management
* Team Player
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# CORE STRENGTHS

* Strong ability to develop, implement and manage client’s projects
* Outstanding expertise in reporting and tracking various brand campaigns
* Superior grasp of advertising, marketing and presentation strategies
* High time management and organizational abilities

# WORK EXPERIENCE

**GolinOpinion Pvt. Ltd.** (Part of Mullen Lowe Lintas Group) **September 2016 – July 2017 Group Head:** Responsible for new business development, influencer engagement and build &strengthen the corporate mandate by profiling the leadership team

**Key Responsibilities:**

* Managing PR account for client across FMCG, hospitality & aviation sector securing press coverage in more than three states in the country upon release of their latest announcements
* Developed annual communication strategy for brands, ensuring alignment with global communication messaging
* Conceptualized and managed all communication campaigns, cross promotions and alliances
* Established working partnerships with client lead and driving business by ensuring key program goals are met
* Lead strategic client meetings and quarterly business reviews, interpreting and leading client discussions on results
* Mentoring and coaching individual team members for successful career growth, fostering a collaborative, energized internal team dynamic
* Understanding, leading and managing account development and growth opportunities
* Established and maintained account profitability with consistency in demonstrating financial acumen through meeting revenue and profitability targets

Clients Handled: Crown Beers – Budweiser; Turkish Airlines, JW Marriott Pune; Sheraton Hotel – Hyderabad; Westin Hyderabad; VIP Industries – Carlton, VIP Bags, Skybags, Caprese, Aristocrat; Kraft Heinz – Glucon D, Complan, Nycil; The National Centre for the Performing Arts (NCPA)

**MSLGROUP Pvt. Ltd.**(Part of Publicis Groupe)**November 2012 to December 2015**

**Account Manager:** An integrated communication specialist who successfully planned and executed PR launch strategies for more than 35 products in three years with an average of 15-20 articles and reviews per product. Including one to two high-level press tours with top media per year for "halo" product launches.

**Key Responsibilities:**

* Planned and executed a public relations campaign for Emirates Airline to promote a non-media activity through a travel-lifestyle influencer which generated presence across all offline and online platforms with a staggering return that was three times the investment. The content created was strategically used across media outlets like broadcast, social media platforms
* Spearheaded the integration of social media content for various campaigns and activities
* Established effective working relationships with clients and media representatives. Devised optimal communications strategies to reach target audiences
* Arranged interviews and other forms of interactions for company executives. Coordinated the publishing of several articles, including quarterly newsletters
* Track negative communication and develop strategies to address it directly or indirectly. Managed crisis communications, securing media articles in support of the campaign / brand
* Evaluate advertising programs for compatibility with public relations efforts. Integrate marketing campaigns into social and traditional media
* Collaborate with ad & marketing teams on standardization, production of marketing materials and messaging
* Liaise with influencers across social media, traditional and other key opinion leaders and stakeholders to further strengthen the brand / campaign
* Analyze the value and ROI potential of any association made with a media house, social media influencer or an event-based property
* Worked effectively in a heavily cross-functional, fast paced environment
* Edit and revise all content to guarantee the good quality of writing

Clients Handled:Emirates Airline; BBLUNT - Salon & Products; Raymond Pvt. Ltd.; GURKHA Cigars; NIKE;

L’OrealProfessionnel; Hindustan Unilever (HUL): Sunsilk, Vaseline, Clinic Plus; CSR projects: Clinic Plus

Scholarship Program; Fair & Lovely Foundation; Bombay High; Physique Elite trade show; India Fashion Forum ’13; Unilever: CLEAR

# ActiMedia Pvt. Ltd. August 2008 to October 2012

**Sr. Account Executive:** Developed unique idea to promote product through press release which led to major press coverage across national publications.

**Key Responsibilities:**

* Build positive brand image of the clients amongst media stakeholders
* Develop strong media contacts to ensure seamlessness during media reporting and pitching
* Conceptualize and execute PR activities for clients across beauty, fashion & hospitality verticals
* Create communication collateral like press releases, spokesperson profiles, briefing documents, etc.
* Manage client events to communicate focused objectives and goals. Facilitate client interactions with media

Client Handled: Disney Couture Collection Launch at the Lakme Fashion Week 2012; GANT; Allen Solly;

Arrow Clothing; Van Heusen; Eyewear by Just Cavalli, Roberto Cavalli; Tom Ford; PUMA; LEE; ESPRIT;

AlilaDiwa-Goa; Hyatt Regency-Pune; Maybelline New York; Loreal Paris; Spa La Vie by L’Occitane; SAKS Salon & Spa; Patchi Chocolates; Talent Management: Nina Manuel

# Hutchinson Whampoa Ltd. (Now Tech Mahindra) March 2006 – August 2008

**Lead Advisor - Client Servicing:** Awarded the “Best Advisor” in the leading retentions team - Premiere League Team

**Key Responsibilities:**

* Retain existing clients by solving their issue’s and become the one point of contact for better client servicing
* Daily, weekly, monthly activity reports and responsible for assessing call volumes
* Collating, analyzing and evaluating weekly calls and call patterns to devise better and seamless communications and resolutions for the end customer

# EDUCATION

* 2012: Master in Arts with specialization in Literature, University of Mumbai
* 2007: Bachelors in Arts, University of Mumbai
* 2004: Higher Secondary Certificate (HSC) in Arts – R.D National College, Bandra, Mumbai

**LANGUAGE PROFICIENCY**

* **English:** Proficient
* **Hindi:** Fluent
* **Marathi:** Conversant
* **Gujarati:** Native

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