

Address
Vasant Kunj,
New Delhi
M. 9810569397

Career objective

With a creative bent of mind and good communication skills, I want to carve a niche in the field of communication.

Education

1. Master's degree in English Literature from Dept of English, Rajasthan University, Jaipur with 55%.
2. Graduation in English Lit, Economics and Sociology from University of Rajasthan with 63%.

Computer skills

Well versed with Windows- MS word 2000, Quark express, Main actor and Internet related applications.

Work experience

1. Currently working with PPR South Asia (Genesis BCW) as Associate Director since June 2019
2. Worked with Skateboard Media as Senior Account Director from May 2018 to May 2019
3. Associate Chief Account Consultant with Value 360 from April 2016 to Jan 2018
4. Senior Consultant with Integral PR from Oct 2013 to March 2016
5. Image Manager with Perfect Relations, New Delhi from April 2011 to Oct 2013
6. PR account manager with Soulmedia, New Delhi from May 2009 to March 2011
7. Senior sub editor with DNA Jaipur for six months from Sept 2008 to April 2009
8. Copy editor with Hindustan Times, New Delhi for three years from Nov 2005 to Sept 2008
9. Business reporter with Afternoon newspaper in Mumbai from May 2005 to Nov 2005
10. Copy editor cum reporter in E-TV Raj for ten months from Aug 2004 to May 2005
11. Freelancer in Jaipur for four years from May 2000 to August 2004

Job nature

1. Strategizing, planning, documentation, media relations, communication and client servicing (Presently)
2. Subbing, editing, writing, page making and business reporting (Afternoon, HT and DNA)
3. Copy and visual editing (ETV)
4. Market surveys, Personal Interviews, Data collections, Research and development work.

Client Handled

Auto—Maruti Suzuki, Triumph Motorcycles, **Infra**—Alstom India, **Crisis Management**- Vikram Bakshi-McDonald's case, **Startups (tech-based)**-Treebo Hotels, Banihal, ixigo, FITPASS, City Furnished, Carmesi, Doctor Insta, U2opia, Chqbook, GoldSeat **Media and Entertainment**-RED FM, CondeNast Group, **Consumer Tech**—Tambo, Gome, **Beauty, Fashion and lifestyle**—Oriflame, Steve Madden, Mothercare **Industry Bodies**- NRAI, FHRAI, **Art, designer**- Sanchit Art, Neeraj Goswami, IGNSA, Mathieu- Lustrerie, Fleur Xavier **F&B, Hotel's & Hospitality** – The Metropolitan, The Leela Palace, The Grand New Delhi, Jaipur Marriott, Iebua, Sarovar Hotels, The Chalet and Old World Hospitality, Radisson Noida **Restaurants** - Chor Bizzare, Khaaja- Chowk, Café Turtle The Beer Café, Under-Dogg, Niche Café & Bar, **FMCG and Retail**– Reckitt Benckiser India, Beam Suntory, General-Mills, Luxor, Milk Mantra, Haagen Dazs **Education** - Sharda University, **I** - Raritan, **Publication House, authors**- Full Circle Publications, Narendra Kohli, Neelima Kota, Monobina, **Individuals** - Yasmin Kidwai—Documentary Film-Maker, Anurag Thakur's TB Free Indian summit 2019 event and many more

Recent work done for various clients

1. Maruti Suzuki—Handling corporate side of the communication by executing various campaigns especially in the COVID times and activities. Creating awareness on CSR front by highlighting the company's unique initiatives
2. Triumph Motorcycles—Consistent communication around corporate vision and handled a number of launches in India amid COVID times and highlighted brand's legacy
3. Alstom India—Established the company as one of the front runner firms encouraging Make in India

4. Oriflame—Created awareness around the direct selling beauty firm's campaign—*Make a beautiful change* as campaign with a social cause
5. Treebo Hotels-Positioned the tech-based chain as one of the fastest growing budget hotel chain in the country through apt use of electronic, print and online media
6. Vikram Bakshi-McDonald's case-Planning and strategizing to create a favourable perception for Mr Bakshi among public and media. Ideating and pitching stories to select media as the case developed in last two and half years. Discussing with lawyers and come out with new strategy to suit the current circumstances
7. RB India-Strategizing for brands such as Dettol and its ambitious campaign—*Banega Swacch India* to support the PM's Swacch Bharat Abhiyan. Executing various activities in the states like UP, Rajasthan Bihar etc
8. Beam Suntory-Created third party endorsers such as Yangdup Lama and Karishma Agarwal to promote the liquor categories along with brand with existing policy frame work
9. Crisis Management for RED FM-Strategizing to create a supporting atmosphere in media for RED FM when they were denied to participate in phase 3 auctions
10. Handled PR mandate for the launch of The Leela Palace, Jaipur Marriott and communication for The Grand, Hilton Mayur Vihar, Sarovar Hotels, The Metropolitan, The Chalet

Honours and activities

1. Secured highest marks at university level in economics in BA part three examinations.
2. Won various awards in various essay competitions at college level.

Languages known

English, Hindi

Total years of Experience: 7.5 yrs (journalism) and 11 years (public relations)

Current CTC: Rs 16.60 lakh per annum

Expected CTC: Above Rs 18.50 lakh per annum

Notice Period: One month

Personal information

Date of Birth: April 29, 1975

Nidhi Sharma