



# SANJANA SINGH

BHOPAL, INDIA

## OBJECTIVE

Creative and motivated media professional with a Master's in Mass Communication and hands-on experience in client engagement, content creation, and media analysis. Though I am new to Public Relations, I am driven to expand my skills in this area and make meaningful contributions.

## SKILLS

- Media & Content Creation
- Client & Audience Engagement
- Event Management & Coordination
- Storytelling & Scriptwriting
- Editing & Proofreading (QuarkXPress, MS Office Suite)
- Media Analysis & Reporting
- Organizational & Team Collaboration

## CONTACT INFO

Email: sanjana22work@gmail.com  
Phone: 7974658716  
DOB : 22-11-1997

## WORK EXPERIENCE

### CLIENT EXPERIENCE SPECIALIST & MEDIA ANALYST

**TTEC | February 2022 – February 2024**

- Conducted in-depth media analysis, identifying trends to enhance content strategies and communication effectiveness.
- Developed digital content for internal training platforms, improving team efficiency and service quality.
- Supported media performance reporting, using data insights to refine engagement tactics and optimize audience reach.
- Collaborated across departments to align client interactions with brand messaging, ensuring consistency and engagement.

### SENIOR EXECUTIVE - OPERATIONS

**Startek (Aegis Customer Support Pvt. Ltd.) | June 2021 – February 2022**

- Led employee engagement initiatives, fostering a positive and cohesive workplace culture.- Created internal communications for HR policies and training programs, improving information dissemination.
- Coordinated company-wide events, promoting employee retention and professional development.

### Counselor & Media Coordinator

Harmilap Institute of Computer and Technology | August 2020 – February 2021

- Advised students on academic and career paths while executing digital marketing initiatives to boost student enrollment.
- Designed and executed media campaigns, enhancing the institute's online presence.
- Organized workshops on media skills and career planning for students.

### Internships

Media & Event Management Intern

Infinity Optimal Solutions Pvt Ltd | April 2017 – June 2017

- Assisted in managing logistics and guest coordination for large-scale events, including IPL-related activities.
- Contributed to event media coverage, drafting summaries and coordinating press interactions.
- Created promotional content for social media to maximize audience engagement.

### Public Relations & Awareness Campaign Intern

Cancer Aid Society | December 2017 – March 2018

- Organized and executed PR campaigns in educational institutions to raise awareness for cancer aid.
- Managed media outreach efforts, amplifying campaign impact across digital and traditional platforms.

## ACADEMIC HISTORY

### POSTGRADUATE IN MASS COMMUNICATION

**Makhanlal Chaturvedi National University of Journalism and Communication, Bhopal | 2018 – 2020**

### BACHELOR OF JOURNALISM AND MASS COMMUNICATION

**Shri Ramswaroop Memorial University, Lucknow | 2015 – 2018**