

NONIE KHANDPUR

Public Relation And Communication
Professional

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PROFESSIONAL SUMMARY

A Public Relations Manager with extensive experience in writing and disseminating editorials and press releases with more than 7 years of experience in strengthening brands' reputation across an array of verticals like FMCG, Lifestyle, Technology, Health and Education. Developed and maintained relationships with internal and external stakeholders. Developed and implemented successful PR strategies for multiple clients. Promoted positive company image and engaged in employer branding and CSR initiatives.

WORK HISTORY

THE YODELLERS - PR Manager

New Delhi, India • 06/2024 – 11/2024

- Garnering Media Opportunities.
- Draft and execute PR plans, strategies, and campaigns.
- Organizing events and press conferences for clients.
- Team Management.
- Business Development.

THE HYPE STUDIO - Team Lead

New Delhi, India • 12/2022 - 05/2024

- Maintaining good media relations
- Draft and execute PR Plans/Strategies/Campaigns
- Organize events/ press conferences/ social media campaigns
- Client servicing

BRANDIT COMMUNICATIONS - Public Relations Account Manager

New Delhi, India • 09/2021 - 10/2022

- Maintaining good media and influencer relations
- Draft and execute PR Strategies/Campaigns
- Organize Events/ Press Conferences
- Collate and analyze media coverage

MEDIA MIC - Senior Public Relations Executive

New Delhi, India • 10/2020 - 09/2021

- Work with marketing team to ensure match with the corporate brand
- Build and maintain relationships with journalists and influencers
- Plan and produce reports on each PR campaign
- Organize events (such as press conferences, exhibitions, open days and press tours), source speakers and seek out sponsorship opportunities
- Monitor the media along with writing and distributing press releases to targeted media

SKILLS

Team Management

Advanced

Social Media Strategy

Advanced

Creativity, Imagination & Initiative

Advanced

Business Awareness

Advanced

Adobe PageMaker

Upper intermediate

Quark press

Upper intermediate

Photoshop

Upper intermediate

Microsoft Office

Upper intermediate

EDUCATION

YWCA

New Delhi, India • 06/2015 - 05/2016

Post Graduation Diploma: Public Relations And Image Building

Guru Gobind Singh Indraprastha University

New Delhi, India • 05/2012 - 04/2015

Graduation Diploma: Mass Communications

Lancer's Convent

New Delhi, India • 04/2011 - 03/2012

Senior Secondary Degree: Commerce

91 MARCOM - Senior Public Relations Executive

New Delhi, India • 03/2020 - 10/2020

- Develop a public relations strategy, complete with goals and budget
- Craft and pitch brand stories across a range of platforms, to promote company presence and improve engagement
- Preparing media kits and organizing press conferences
- Build and maintain relationships with a wide array of media personnel

CROSSWORD PUBLIC RELATIONS - Assistant Public Relations Manager

New Delhi, India • 08/2018 - 01/2020

- Help to create and distribute promotional materials for clients
- Assemble press kits and assist in creating marketing campaigns
- Oversee social media content and conduct media research

KOMMUNE BRAND COMMUNICATIONS - Junior Public Relations Executive

New Delhi, India • 07/2017 - 07/2018

- Create media, from press releases to social media messages, that shape public opinion of the company and increase awareness of the brand
- Responding to request for information release or press conference from the media
- Updating and maintaining Web content
- Confering with managers to identify trends and group interests and providing advice on business decisions

| ADDITIONAL INFORMATION

Brands handled: Pacific Mall, Apollo Hospital, Videocon CCTV, AIR India, Home Credit India, Aisle- Dating App, Goldstone Elite Hotels, The Ayurveda Co., Traya Health Care, Get My Parking, Rose Walk Hospital, Phixman, Brick&Bolt, AIMIL Pharma, Quickshift, Wonderslate, WaterScience, SPPL, The Chhaunk, STEMROBO Technologies and Yocket, Action Aid, Butterfly Ayurveda, Juvena Herbals, Engaged Strategy, RARE India, Onora Hospitality, Toy Bank, JmyOn etc.