

# Kavish Mishra

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## WORK EXPERIENCE

### Account Executive

Adfactors PR, Mumbai

Jan 2023 - Jan 2025

I did PR for an AI B2B company.

Last year, my impactful PR exceeded client expectations, resulting in an increase in their retention fee for the current financial year.

Job roles

1. Used to track news in the enterprise AI domain and also identify news which poses a reputational risk.

2. Shared news updates with the client.

3. Explored interview, story participation and event participation opportunities.

4. Shared story ideas with the journalists, whenever required.

### Influencer Marketer

Unigage, Bangalore

Feb 2022 - Nov 2022

Handled Himalaya Hygiene, Eatopia and Nova.

### Content Writer Intern • Internship

Global Hype Media Solutions, Virtual

Oct 2020 - Jan 2021

Have published 37 blog posts and got my content approved for several social media posts. Apart from that, I have also helped with their website design.

### Intern • Internship

Hindustan Times, Lucknow

Jun 2015 - Jul 2015

I have got 9 bylines in a month.

## EDUCATION

### Master of Arts (M.A.), Media and communications

Manipal Academy Of Higher Education

2019 - 2021

### Bachelor of Arts (B.A.), Journalism And Communication

School of Communication, Manipal University

2013 - 2016

## TRAININGS / CERTIFICATIONS

### Copywriting

Jul 2022 - Aug 2022

Udemy, Virtual

## PORTFOLIO

[Blog link ↗](#)

## SKILLS

- MS-Word
- MS-PowerPoint
- MS-Excel
- Copywriting
- Facebook Ads

## ADDITIONAL DETAILS

- 1. Participated in Manipal Institute of Technology's RedX Triathlon, which is about doing swimming, running, and cycling successively asap. 2. Attended a press conference of a TV show as a reporter and writer intern of Hindustan Times.