

NANDITA TRIPATHI

PR & Media Professional

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Contact 9953182923

Location NCR, India

PROFESSIONAL SUMMARY

- Objective oriented and **Diligent Communications professional having 13+ years** of in-depth and diverse experience in the field of PR with 5 leading PR companies of NCR Region.
- Performed significant role in brand building through strong Public Relations/Media Relations, **Internal communications** & Marketing communication campaigns.

CAREER OBJECTIVE

- As a communication professional, seeking for more challenging opportunities to best utilise my skills in positioning the brand in positive light.
- Developing & executing PR campaigns along with maintaining healthy media relations.
- Assisting clients through organizing events, workshops, seminars, conferences and media fame trips.

KEY PROFESSIONAL SKILLS

Internal Communications	PR /Corporate Communications	Brand Management
Media Relations	Client Management	
Marketing Communications	Social Media Updates	Project Management
		Event & Vendor Management

CORE COMPETENCIES

Internal Communications, PR, Media Relation activities

- Crafting and strategic execution of Brand Building exercise.
- Lead strategic communication in the midst of an organizational transformation and leadership change.
- Create high brand recall, visibility & value through strategic PR & Media campaigns at pan India level.
- Media analysis, brand & competition mapping.
- Preparing target media database across – print, online, regional & trade publications.
- Preparing extensive media kit collaterals – company profile & fact sheet, common Q&A document, spokesperson profile & pictures, corporate collateral etc.
- Consistent networking & relationship building with media across.
- Executing the PR calendar through press releases, management profiling, contributory articles, industry quotes, edit /guest articles, bridge building meetings, media interactions, press briefing sessions & conference, media education workshops.
- Managing media monitoring & distribution services.
- Identifying media-based platforms for launching special PR campaigns.
- Content sharing for e-magazine – internal newsletter for employees.

Marketing Communication

- Vendor management.
- Designing and creating branding material like posters, banner, standees
- Strategizing & initiating mass marketing campaigns like direct mailing activities, webinars.
- Creating & collating content for the e-newsletter to external audience.

Events

- Identifying branding & business opportunities at Industry based conferences.
- Participation in provide PR & marcomm support for branding building purpose.

Crisis Management

- Responsible for strategic planning and assessment.

EDUCATION:

- **Masters in Advertising and Public Relations** MCRPV (National University of Journalism) Bhopal (MP) India with 71% in 2010.

PROFESSIONAL WORK EXPERIENCE

1. Senior Manager – Media Management, PR & Corporate Communications with A2 Media Works., Delhi (April 2021 - Till Date) - A2 Media Works: An Brand management company

- Executing all elements of the events lifecycle, retail and outdoor, Dealers & Distributor meets, experiential including creative ideation and strategy, client's presentation, budget creation and event execution.
- Client management expertise developed over the years and handled 20+ clients
- Brand Building and visibility by executing communication and branding activities.
- Managing key Media agency for some other and effective execution of all marketing activities.
- Conducting activities, Event, Exhibitions, Press conferences and Branding.

2. Manager - PR & Client Servicing with Idence BDS Pvt. Ltd., Gurgaon (May 2019 - 6th April 2021) *Idence BDS Brand Solutions: An event and brand management company*

Role & Responsibility: Managing Brands, Promotion, PR activities & making plans for them, Media Management for the clients

Key Exposure / Responsibilities

- Sikkim Iffco Launch
- Chhattisgarh International Conference Cum Buyers Seller Meet 2019.
- Launch of Kaushal Satarang Yojana 2020 for UP Government.
- Transformation Series 2020 (Celebrity Management)
- CN Iffco 2019
- India International Trade Fair Exhibition (Chhattisgarh and Odisha Govt.)
- Suraj Kund Exhibition for Arunachal Pradesh Tourism.
- Social Media Handling for UP Govt. campaigns.
- Kendriya Vidyalaya Foundation 2018-2019
- Surajkund Mela 2019
- National Principals Conference 2019
- Andhra Pradesh Tourism booth @ ITB Berlin 2019
- Spice land Exhibition Stand @ ITB Berlin 2019
- Karnataka Tourism 2019 @ ATM Dubai
- Iffco Exhibition @ Emerging Northeast
- Iffco Exhibition by CII @ Chandigarh
- Iffco Exhibitions @ Biofach 2019
- Chhattisgarh Industrial Development Corporation Ltd Exhibitions @ IITF 2019
- Assam Tourism International Roadshow

3. Manager- P.R. with JAGBros Group of Companies (Youth4work), New Delhi (April 2016 - Apr 2019) **Started Youth4work PR program**

Key Exposure / Responsibilities

- Led PR and communication strategy
- Create all communication/PR relevant key messaging for target audience.
- Crafted press releases, contributory articles on technology & business, stories, pitch notes. Set up media interactions, bridge building meetings and other opportunities.
- Nurture and build sustained relationships with media personnel.
- Prepare and media train senior executives for media interactions.
- People management: work closely to manage the team & ensure quality deliverables timely.
- Crafted PR plan at the time of leadership change – CEO positioning.
- Work closely with the digital & SEO team to identify relevant platforms, drive engagement & collaboration.
- Development and managing vendor, consultant, freelancer, printer and other supplier relationships in support of marketing and communication and public relations goals.

4. Assistant Manager - P.R. with India News Communication Ltd, New Delhi (Jan 2012- Apr 2016)
Providing an integrated communication strategy to multi sector clients

Kamdhenu Ispat Ltd, Lifestyle Client (Home Et Tu) and Government and Semi Govt. Bodies like Footwear Design and Development Institute (FDDI), Bihar Tourism and Federation of Indian Chambers of Commerce and Industry (FICCI).

Key Exposure / Responsibilities

- Prepare and advise clients on PR issues and strategies.
- Daily media tracking and reporting.
- Maintain positive relations with national and regional media – business, dailies, key trade.
- Content creation - drafting & disbursement of press releases in various media and positioning client's relevant information.
- Drafting bylines or contributory articles on relevant topics.
- Drafting responses for any particular media request coming in.
- Media engagements: Angle client stories, arrange periodic one on one interview and media interactions for the clients, during leadership visits.
- Strategize and prepare for new launches.
- Media events: media round tables, press conferences & other press events, as required from time to time.
- People management: work closely to manage the team & ensure quality deliverables submitted timely.

5. Executive - P.R. with Approach Communication, New Delhi (Feb 2011- Jan 2012)
Key Projects: NGO Client (Kusuma Foundation) and Pharma Client (Life Technologies)

Key Exposure / Responsibilities

- Drafting strategy for PR & Media.
- Preparing extensive media database across media & cities.
- Maintain positive relations with regional and national media.
- Consistent networking & relationship building with media across.
- Prepared PR plan, monthly reports for the client.
- Angle positive client stories, arrange periodic one on one interview & media interactions for the clients.
- Preparing company profile & fact sheet, common Q&A document, spokesperson profile & pictures, corporate collateral etc.

6. Executive - PR with 'SIDRON'S LOUNGE' New Delhi (Jun-2010 to Jan-2011)

- Conducting regular media follow-ups.
- Preparing extensive media kit collaterals.

TECHNICAL SKILLS

- Adobe Photoshop, M.S. Office, MS Word, Excel, PowerPoint, Outlook, Hindi & English Typing, Sound Knowledge of Internet and Computer.
- Operation of Camera PD-150, Sony HDV, Panasonic 3CCD

PERSONAL DETAILS

Date of Birth : 18th Aug 1987
Father's Name : Shri. Shailendra Nath Tripathi
Marital Status : Married
Nationality : Indian
Hobbies & Interest : Networking, Social Media Friendly, Writing, Listening music.
Home town : Allahabad (U.P)
Correspondence Address : C/o Shantanu Nath Tripathi, Gaurs Siddhartham | Siddharth Vihar,

Ghaziabad (U.P)