

SHREENEE KESKAR

PR EXECUTIVE

CONTACT



9767417418



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Mumbai, Maharashtra

SKILLS

Communication

Professional

Leadership

Multitasking

EDUCATION

Masters in Journalism & Mass Communication

2021-2023

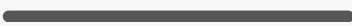
Passed with Distinction & University Rank Holder
'O' Grade

B.Voc in Media Convergence

2019-2021

Passed with Distinction with A+ Grade

LANGUAGES

English 

Marathi 

Hindi 

PROFILE

I am an honest and reliable person that can operate independently or as part of a team. I am a quick learner who is eager to adapt to any sort of situation. I am a skilled, dedicated, and hardworking individual. I am punctual and have an outstanding attendance record.

WORK EXPERIENCE

PR Executive

March 2024-Today

K-12 Techno Services

- I have communicated with media and have worked in various events
- Have done Corporate Communications and have worked with National level Journalists
- Have worked on Press Releases and Press Notes.
- Worked in Corporate Settings and Communication

PR Executive

Innoserv Digital

June 2023-Feb 2024

- I have Communicated with Youtubers and Influencers for basic cost.
- Media Relations with journalists for coverage of clients.
- Approached magazines for the Innoserv Group coverage
- Proofreading and creating various English Content
- Arranging meetings between Media and Organization.
- Contacted and followed up of local media
- Arranged Youtubers meet for the business.
- Given coverage to the clients in media

PR Executive Intern

The Media Troop

March 2023-May 2023

SHREENEE KESKAR

PR EXECUTIVE

EXPERTISE

- Content Writing
 - Copy Editing
 - Proof Reading
 - Scripting
 - Blog Writing
 - Mentoring
 - Digital Marketing
 - Management
 - Qualitative Research
 - Quantitative Research
 - Market Research
 - Press Release
 - Communication
 - Corporate Communication
 - Event Management
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- Have done formation of Press Release and distribution.
- Communicated with the journalists for Press Conferences
- Have managed to communication with clients.
- Have learned how to translate Press Releases.
- Understood the coverage needs of the clients.
- Have communicated with the Journalists for the coverage

Sub- Editor & Reporter

Sakal Media House

September 2022- November 2022

- Have done editing and composition of news.
- Know how newspaper works.
- Understood PTI News coverage in local news.
- Have edited and proofread news for newspapers.
- Attended press conference and have created news
- In Sakal Digital understood about social media and uses.
- Have worked on trends and language of digital media.
- Have done Content Writing in news and lifestyle.
- Have experience in writing for both print and digital

PR Executive Intern

Hundred Percent PR

March 2021-May 2021

- Daily work of News Tracking of all the clients.
 - Attended Abhivadan Program. Did work of communicating with reporters.
 - Know how to make Press Note and conference work.
 - Understood cutting and pasting work needed for client filing.
 - Attended Press Conference of 'Vasantotsav' Program.
 - Know how to take pointers for making news.
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SHREENEE KESKAR

PR EXECUTIVE

TO WHOM IT MAY CONCERN,

I am submitting my application for the post of the Public Relations Post. I've effectively acted as the media's face of three separate organizations, each with its own distinct objective. Because of my background and expertise in the business, I am ideally suited for the role. My professional experience involves working to improve each client's public image.

Furthermore, I have considerable experience positively promoting numerous products or ideas. My Communications degree and journalistic expertise are additional credentials that make me a strong contender for the post.

Below are some highlights of my relevant experience and qualifications: Have learned client communication and have given ideas for social media pages and maintained its positive public image in the ongoing agency. Collaborated with external research professionals to develop and conduct surveys to track customer satisfaction. Responded to all media inquiries within three business days or less depending on subject. Established and maintained positive relationships with various members of media and press. Coached two interns regarding effective communication with the public and media. My excellent communication skills and ability to work well under pressure 'along with my capability to enhance any client's image 'make me a prime candidate for the Public Relations Role position you are offering. I look forward to discussing this opportunity with you as soon as possible. Thank you for your time.

SINCERELY,

SHREENEE KESKAR
