

RIMJHIM BANSAL

PROFESSIONAL SUMMARY

As a communications professional with a year of experience in public relations, I excel in crafting content that captivates readers. In my brief yet dynamic career, I have served a diverse array of clients across various sectors, including Lifestyle, Beauty, Fashion, Alcobev, FinTech, and Real Estate. My contributions encompass writing engaging content, establishing essential media relations, helping in researching and developing impactful and strategical plans for proactive brand outreach.

PROFESSIONAL EXPERIENCE

Public Relations Trainee

MSL India (Publicis Groupe) | March 2024 - Present

- Worked on creating content like Press Releases, Pitch Notes, and Listicles, while also helped the team with daily client SOPs
- Worked on research and strategy building for New Business Development
- Worked on varied clients like **CREDAI, PERNOD RICARD INDIA, MASTERCARD, and PAYTM**

Public Relations Trainee

Stanley Communications | Oct 2023- March 2024

- Developed tactical media relations
- Crafted monthly and quarterly plans for the clients
- Helped facilitate **MADAME's new Collection Launch with New Ambassador like Shanaya Kapoor in Mumbai**
- Drafted Press Releases, Listicles, Briefing Docs, NBD Decks
- Worked on brands like: **GUESS, KAMA AYURVEDA, BIOTIQUE, NIHIRA, POTSDPANS, KEVIN MURPHY, DA MILANO, ROSSO BRUNELLO**, etc

Public Relations & Digital Processes Intern

Mahindra Rise | July 2023 - Aug 2023

- Helped during Industry events in creating press kits, releases, management and organization of Press Conferences
- Handled their social media handles of Facebook and Instagram

Public Relations Intern

Mandrake Mydia | Dec 2022 - Jan 2023

- Created and maintained different sets of media lists
- Understood the basics of PR Industry and how it functions

CONTACT

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EDUCATION

Galgotias University

Bachelor's Degree in Journalism and Mass Communication 2021 – 2024
9.3 CGPA

Lucknow Public School

Intermediate 2020-2021
Scored 89%
High School 2018-2019
Scored 88%

SKILLS

- Proficiency in: Microsoft Office and Google Workspace
- Excellent written and verbal communication skills
- Creating compelling content, articles, press releases.
- Developing strong and tactical media relations
- Organizing and managing Client Events
- Qualitative and Quantitative Research
- Proficiency in verbal and written communication in English and Hindi
- Keen attention to detail