

RESUME

POOJA SINHA

91/60, Near Gokhle Marg, Mansarovar,
Jaipur, Rajasthan

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DOB- 01 Aug 1995

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CAREER OBJECTIVE

Ambitious and driven interest in public relations, advertising and marketing with extensive knowledge in directing PR campaigns, marketing strategies and advertising. Proven success developing, managing and implementing media strategies and measuring results across traditional media and digital channels. Looking forward to lead a media team in future with a goal of leading an Ad agency.

HIGHLIGHTS

- Excellent communication skills
- Team worker, Stress tolerance
- Quick Learner, Good in decision making
- Delivered Research paper in National seminar on Dr. B R Ambedkar held at Ch. Charan Singh University, Meerut

INTERNSHIPS & WORK EXPERIENCE

- Digital Marketing and Public Relation Intern in **Metal26, Jaipur, Rajasthan.**
- Marketing Intern in **CRAIG FOODS AND BEVERAGES LLP (WIFICHAI), Jaipur, Rajasthan.**
- Marketing Executive (Intern) in **Econaur Build Solutions, Jaipur, Rajasthan (8 Weeks)**
- SMO Executive in **Esage IT Pvt Limited, Jaipur (6 Months)**
- Content Management and SEO Executive in **Ecomsolver Private Limited, Jaipur (Sept 2019- Currently Working)**

Research Experience

- Presented a Project cum Research Report on “**Impact of Fashion on Rural and Urban India**” which was an attempt to investigate the impact of fashion industry on urban as well as rural India.

TECHICAL SKILLS

- Adobe Photoshop, Adobe Image Ready, Adobe Illustrator, Adobe In design, Adobe Corel Draw
- MS- Office

ACADEMICS

- **GRADUATION**

BA (Journalism & Mass Communication) with cumulative CGPA 6.45.
Amity School of Communication, Amity University, Rajasthan.

- **HIGH SCHOOLING**

Board- CBSE

Science Background with 7.4 CGPA

- **INTERMEDIATE**

Board- BSEB

Science Background with 60%

ACHIEVEMENTS

- Attended One Day Workshop on “**Digital & Social Media Marketing**” at **Amity University, Rajasthan**
- Delivered a Research Paper in National Seminar on Dr. B.R. Ambedkar held at **Ch. Charan Singh University, Meerut (Erstwhile Meerut University)**.
- Attended One Day Workshop on “**Basics of Photography**” Organized by **Canon**.
- Attended One Day workshop on “**Science Communication**” held at **Amity University, Rajasthan**.
- Participated in One Day Workshop on “**Basics of Audio Production & Programming**” Organized by **Amity University, Rajasthan**.
- Participated in One Day Workshop on “**Digital & Social Media Marketing**” organized by **Amity University, Rajasthan**.

INTEREST AREAS

- Social Media Marketing, Advertising, Public Relation Affairs.

LANGUAGES

- English, Hindi, French

REFERENCES

- Prof. Dr. Manish Verma, Director, ASCO, Amity University, Rajasthan.
Email- manishverma2000@gmail.com
- Dr. Ruchi Singh Gaur, Assistant Professor, ASCO, Amity University, Rajasthan.
Email- rsgaur@jpr.amity.edu.